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Net Rules Halted; Argument Set Sept. 12

Action Taken After Network Threat To Litigate

TACITLY ADMITTING a breakdown in its protracted negotiations with the major networks toward a compromise on the far-reaching chain-monopoly regulations, the FCC last Thursday averted another broadcasting crisis by indefinitely postponing the Sept. 16 effective date of the regulations and authorizing wide-open oral arguments Sept. 12 on their reasonableness.

After the FCC law department had been advised of the intention of NBC and CBS to file suits challenging the FCC's jurisdiction over contractual relationship between networks and affiliates and to enjoin enforcement of the regulations, Acting Chairman T. A. M. Craven announced the sudden action. Chairman James Lawrence Fly, in St. Paul attending the annual convention of the National Assn. of Railroad & Utilities Commissioners, approved the action.

No Effective Date

While the Commission did not specify a new effective date, it stated that the twice-postponed regulations "will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single organization" until disposition of the oral arguments.

Assurances that the FCC will not summarily invoke modified regulations following the oral arguments were given the industry by Acting Chairman Craven late Thursday, after several inquiries.

Comdr. Craven discussed the matter with Chairman Fly by telephone, after which he issued a statement that broadcast licensees "will be afforded opportunity to adjust their operations to accord with rules with respect to chain broadcasting, following the Commission's scheduled Sept. 12 oral arguments on the petition of MBS to amend the same". He added that "reasonable time will elapse after disposal of this and any other petition offered on that occasion before making such rules effective".

While there was no explanation of what would constitute reasonable time, it was thought this would be a minimum of two weeks, or possibly a month.

Action was taken on the basis of the petition of MBS, filed Aug. 14 after the rupture in conversations between Chairman Fly and top officials of NBC, CBS and MBS had developed Aug. 7. MBS did not request oral argument but simply sought amendment of the option time provisions, most controverted of the eight regulations. Chairman Fly previously had rejected this proposal, after which he had delivered to the networks a virtual take-it-or-leave-it ultimatum. He had proposed a time-option formula in substance setting up three five-hour segments for each broadcast day, with two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time. All three networks opposed this arbitrary provision.

Because of the magnitude of the issue, it is likely that requests for postponement of the Sept. 12 oral argument date will be sought. Many of the principals would just be returning from their vacations and would not have sufficient time to prepare advance briefs or detailed arguments, it was thought.

Craven Issues Order

Comdr. Craven was the only commissioner in Washington when the action was taken. He issued the public notice on the oral arguments after consultation with acting General Counsel Thomas E. Harris, who had participated in the network-FCC conferences as alternate for General Counsel Telford Taylor.

Participants in the conferences, which began last June following hearings on the White Resolution to curb the FCC's activities, were William S. Paley and Edward Klauber, for CBS; Niles Trammell and Frank E. Mullen or William S. Hedges, for NBC; Louis G. Caldwell, counsel, and Fred Weber, general manager, for MBS.

Acting Chairman Craven authorized issuance of the following public notice sent to all stations and networks:

On Aug. 14, 1941, MBS filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the term of affiliation contracts. This petition has been set for oral argument before the Commission en banc on Friday, Sept. 12, 1941 at 10 a.m. at a place hereafter to be announced.

At that time the Commission will hear oral argument by MBS, and by any other licensees and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual

Radio Tax Out, Franchise Idea Studied

Senate Committee May Support Substitute Industry Levy

DESPITE announcement last Wednesday by Chairman George (D-Ga.) that the Senate Finance Committee had voted to delete from the 1941 Revenue Act, the House-approved 5-15% tax on radio's net time sales over $100,000, the shadow of some sort of franchise tax for radio and communications facilities appears increasingly evident.

In announcing the committee's action, Senator George revealed that the finance group had not given up the idea of taxing broadcast facilities and had instructed the Treasury Department and the Joint Committee on Internal Revenue to study the possibility of a franchise tax.

Delay for Research

It was indicated that the committee not only had agreed to look into the franchise tax proposition in an exploratory way, but also that the consensus was in favor of such an impost, laid out along "cost of regulation" lines recommended by FCC Chairman James Lawrence Fly at an Aug. 18 appearance at the Senate hearings [BROADCASTING, Aug. 25]. Although Chairman George indicated the idea definitely would be considered, he indicated also that there was little chance of considering it with the pending bill.

Chairman George also has appointed a special two-man subcommittee to look into the radio franchise tax proposition — Senators Prentiss Brown (D-Mich.) and Danaher (R-Conn.). It is understood Senators Brown and Danaher are considering a plan, calculated to raise about $1,000,000 annually, based on the quarter-hour rate of individual stations rather than on wattage or other considerations. This would be a franchise rather than an income tax.

It is thought the Treasury Department would not be able to complete such a study for at least a month, probably until October at the earliest, although conceivably a survey could be rushed through in time for consideration of a franchise tax by the upper house before debate on the Revenue Act has ended in the Senate. Chairman George indicated the question likely would be considered in connection with a later revenue measure.

Besides deleting the proposed radio tax, the Senate committee also eliminated the House-approved billboard space tax, which along with the radio levy drew heavy fire from agency, media and advertiser groups during Senate hearings. Industry and advertising were quick to caution, however, against any let-up in opposition, since even with the Senate knocking out the controverted levies, they still must be threshed out in House-Senate conferences after the Senate completes its action on the bill.

Labor Opposition

In view of Chairman George's announcement that the franchise tax proposition was being studied, it was thought that chances of securing approval of the radio and billboard tax deletion in conference have improved. Assurance that some sort of tax is being contemplated for radio will mollify enough radio-tax proponents to allow complete deletion of the proposal from the finished bill, it is thought.

Regarded by observers as the clincher in the case against the radio tax was the testimony of W. C. Hushing, chairman of the legislative committee of the American Federation of Labor, during the final hours of the Senate hearings on Aug. 23. Previously a united front of agency, media and advertiser organizations had voiced un-

(*Continued on page 50*)

petition, or any other modification of any of the chain broadcasting regulations which those appearing desire to propose. All persons wishing to be heard are requested to file appearances with the Secretary of the Commission on or before Sept. 10. Written briefs may be filed on or before Sept. 12.

The chain broadcasting regulations will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single network organization, until after the disposition of the Mutual petition and of any other which may be filed.

Whether NBC and CBS, in the light of the postponement, immediately will file suits challenging the FCC's jurisdiction was conjectural. It was thought such a move might be ill-advised, since they will not have exhausted their legal remedies before the FCC prior to setting of an actual effective date for the regulations. On the other hand, there was possibility that following the oral arguments, the Commission might be disposed to postpone indefinitely the effective date of the regulations, pending an adjudication of the question of its jurisdiction, based on the contemplated suits.

Long Newspaper Hearing

Commissioner Craven said he had designated the Sept. 12 date for oral arguments because it appeared to be the only convenient time allowing due notice to parties in interest. The newspaper-divorcement hearings will reopen Sept. 17, he pointed out, and may run several weeks.

The Commission's action alleviates immediate tension in industry circles. The networks had been notified by numerous affiliates that they would not be in a position to continue existing affiliation contracts if the rules remained as drafted, to become effective Sept. 16. In many cases, however, affiliates had advised the networks that they would be disposed to continue their relationship without contract but under a "gentleman's agreement", to remain in force until there is a final adjudication.

Similarly, pressure upon NBC to dispose of the Blue Network under the regulation banning dual network service, likewise is temporarily ameliorated. In fact, all of the eight rules are suspended indefinitely.

While the Commission did not state that oral arguments would go to the question of the reasonableness of the regulations, it made the hearing order sufficiently broad to warrant such a deduction. Not only MBS, which filed the only petition before it, but any other licensee or network organization can appear to cover the chain-broadcasting regulations as promulgated, as well as any other modification which they may propose relating to the network-contract field.

The law department also was authorized to confer with John J. Burns, chief counsel for CBS, and John T. Cahill, head counsel for NBC, in connection with the projected litigation, so that procedure could be agreed upon. MBS, through Mr. Caldwell, has not indicated any intention of filing suit. It is understood the postponement followed a conversation between Judge Burns and Mr. Harris, at which time the CBS chief counsel notified him of his intention of filing suit promptly.

New Effective Date?

It is presumed the Commission will consider the matter of a new effective date after disposition of the oral argument, because the decision of the networks on the timing of the jurisdictional suits unquestionably will have a bearing on this ultimate action.

NBC and CBS originally had planned to file their suits—probably in the New York Federal courts—between Sept. 2 and 10 because of the court rules requiring at least five days' notice [BROADCASTING, Aug. 18-25].

The postponement action obviates the necessity of intercession by Chairman Wheeler (D-Mont.) in the proceedings. He originally had used his good offices in bringing Chairman Fly and the network executives together for the conferences. Senator Wheeler left Washington last week-end for a series of speeches in the West. It was stated in his office that he probably would not return to Washington until latter September, but that he could be contacted by telephone in the event another "crisis" developed.

FINAL DETAILS of a novel program get a last-minute checkup by NBC and Wade Advertising Agency staffs aboard the 92-foot power cruiser, *Marlyn*, on the Chicago lakefront. Claimed as the first commercial broadcast from a privately-owned boat, the Aug. 17 Morris B. Sachs *Amateur Hour* was shortwaved from the boat, with Owner L. T. Roundtree playing host. Left to right are Byron Speirs, NBC engineer; James Campbell, NBC announcer; Morris B. Sachs, sponsor; Charles Lyon, m.c. of the *Amateur Hour;* Bill Jones, of the Wade agency, which produces the show; Marian Nelson, of the agency; A. D. Scott, NBC director; Larry Davidson, of the agency; and Mel Stitzel, orchestra conductor (standing). All seem to be enjoying the stunt.

More Candy Spots

ROCKWOOD & Co., Brooklyn (Choc-so-candy), in September and October is adding WGAR, KDKA and WSBT to the three stations already signed to carry thrice weekly participations on homemaking programs. Those three are WOR, KHJ and WLS. Agency is Federal Adv. Agency, New York.

WINCHELL LEADING SECTIONAL SURVEY

WALTER WINCHELL'S Sunday evening *Jergen's Journal* broadcast of news and gossip was the most popular program with southern and western listeners during May, June and July; *The Aldrich Family* was tops with eastern audiences and Bob Hope was first in the North Central region during that period, according to the Hooper Sectional Ratings Report.

The service shows quartely ratings for Red, Blue, CBS and MBS programs in the four geographic areas, under four headings, "Sets-in-Use," "Network Ratings," "Available Audience" or the percentage "at home and awake," and "Recruiting Efficiency" or the proportion of the available audience which is actually listening.

The Winchell program on the Pacific Coast at 8-8:15 p.m. Sundays had top network rating with 29.4%, and that time on the Coast also had the largest percentage of set-in-use, 39.7%, for the quarter. Highest available audience was found in the North Central area between 7 and 7:30 Monday evenings, when 86.0% were at home and awake. Highest recruiting efficiency was found in the East on Thursdays between 9 and 9:30 p.m., when Major Bowes and Bing Crosby were both on.

Parkay Net Series

KRAFT CHEESE Co., Chicago (Parkay Margarine), through Needham, Louis & Brorby, that city, on Aug. 31 started for 39 weeks, *The Great Gildersleeve*, on 28 NBC-Red stations, Sunday, 6:30-7 p.m. (EDST). Series stars Harold Peary, supported by Walter Tetley and Lurene Tuttle. Leonard Levinson writes the serial. Musical background is provided by William Randolph's orchestra. Cecil Underwood is agency producer. Jim Bannon announces, with Wilson Edwards doing cut-in commercials.

Arguments Filed In ANPA's Appeal

Hanson Submits 21 Points Contesting FCC Subpoena

CARRYING ON procedural detail in connection with the appeal of an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia, Elisha Hanson, ANPA counsel, last Tuesday filed with the district court a statement of 21 points to be relied upon in appealing Justice Morris' action in upholding the FCC position that it has the power to subpoena witnesses in connection with general hearings along lines of the newspaper-ownership inquiry.

Under the Aug. 15 opinion as through an order subsequently signed by Justice Morris, James C. Stahlman, publisher of the *Nashville Banner* and former ANPA president, would be required to answer a subpoena to testify at the newspaper-ownership investigation now scheduled to reopen Sept. 17 [BROADCASTING, Aug. 18]. Mr. Hanson, acting as counsel for Mr. Stahlman, on Aug. 21 filed notice with the court that he would carry the case to the U. S. Court of Appeals [BROADCASTING, Aug. 25].

Long Delay Seen

Under established procedure Mr. Hanson has 40 days from the time of filing the notice of appeal within the district court to file a complete record of the case with the court of appeals. An additional 50-day extension also may be granted by the lower court. In view of this, it is not thought the court of appeals will hear the case before November.

In his statement of points for appeal Mr. Hanson followed the line of his argument before Justice Morris, maintaining that the FCC did not have the power to conduct the newspaper-ownership inquiry and since this was illegal, it had no power to subpoena Mr. Stahlman, who is now on active duty in the Public Relations Office of the Navy as a lieutenant commander, to appear at the proceeding. The case is regarded as a far-reaching test of the investigatory and subpoena powers of an administrative agency such as the FCC.

Disc Repeat for Benny

GENERAL FOODS Corp., New York (Jell-O), resuming the week-ly NBC *Jack Benny Show* on Oct. will release the West Coast repeat via transcriptions on a group of Pacific Blue stations, Sunday, 8:30-9 p.m. (PST), with the early live broadcast being heard transcontinentally on Red stations, 7-7:30 p.m. (EST). Live broadcast will simultaneously be heard on the West Coast with its eastern release. Benny has long sought to get away from his West Coast repeat and reportedly has made many efforts to eliminate it in the past. Just how many Blue stations will take the transcribed programs is not known at this writing. Agency is Young & Rubicam, New York.

NAB Seeks Safeguards in ASCAP Pact

NBC Deal Progresses; Action Possible by End of Week

ADDITIONAL protective clauses in the proposed contract forms which would result in return of ASCAP music to the NBC networks for the first time since last Jan. 1 still must be provided before the NAB executive committee will recommend to the industry that the formula for a truce in the copyright war appears satisfactory.

Following a two-day session in New York last Wednesday and Thursday, the committee suggested a series of changes in the proposed contract, designed to provide greatest possible protection for the industry and still conform with the requirements of the copyright consent decrees.

NAB President Neville Miller and possibly other members of the seven-man executive committee are to return to New York Sept. 2 to review the revised contracts and, after telephonic contact with other members of the committee, plan to issue a statement recommending the agreement, if the additional safeguards are adequately provided.

May Sign Within Week

With officials of both NBC and ASCAP expressing confidence there will be no further hitches, it was predicted that NBC President Niles Trammell and ASCAP President Gene Buck probably would sign the network form of contract prior to the end of the week. In substance, it will provide a blanket commercial license fee of 2¾% of net time sales for the network and specify 2¼% of net time sales for stations. The alternative station per-use contract will specify 8% of net time sales, with payments only on programs using ASCAP music.

It is estimated the new terms, if applied to the entire industry, would give ASCAP an annual revenue from radio of about $3,000,000, as compared with the $4,200,000 estimated figure under the terms agreed to last May by MBS and as against approximately $5,100,000 paid to ASCAP by the industry in 1940 under the old 5% contract.

Changes in the form of basic contract suggested by committee members immediately were taken up with ASCAP Thursday by Mark Woods, NBC vice-president and treasurer; Paul W. Morency, WTIC, Hartford, as a member of the executive committee, and President Miller, who was present at ASCAP's invitation, marking the first time he had counselled with ASCAP representatives since the breach of last year.

It was stated that some progress had been made and that Robert P. Myers, NBC copyright attorney, and Herman Finklestein, ASCAP counsel, worked until the small hours Thursday and again on Friday in drafting the new language.

These revisions, it is understood, will make it clear that networks or stations can shift from blanket license to per-use, or vice versa, anytime during the nine-year life of the contract. It also was agreed that the proposal would be available to stations for the entire nine-year period, without change in rate. Adequate provision likewise is being made for clearance of transcriptions at the source, just as network programs will be cleared.

Five Forms Drafted

Some five different forms of contract, covering networks and single stations, under either blanket or per-use formulas, have been drafted. The ASCAP Board on Aug. 1 announced it had approved terms of the proposed contract with NBC, following a week of almost constant negotiations. Since that time, conversations have been going forward between NBC and its affiliates, as well as NAB, in connection with precise terms.

CBS was represented at the executive committee sessions by Edward Klauber, executive vice-president, and Julius Brauner, of its law department. It is understood the network is not planning to take the initiative in reopening negotiations with ASCAP, taking the position that it had already made ASCAP an offer which as yet has not evoked a reply nor a counter-offer.

Await NAB Action

Although there has been unfavorable reaction from a substantial number of broadcasters to the ASCAP form of contract, it nevertheless was felt that once the NAB Executive Committee signifies its sympathy with the NBC terms, it will become the pattern for the industry as a whole. Those networks and stations which already have signed with ASCAP have been given "most favored nation" clause protection, and contracts automatically will be readjusted to conform with the NBC formula, admittedly the best thus far under consideration since the rupture with ASCAP last year.

The NAB committee, which met at the Hotel Roosevelt, had six of the seven executive committee members present, along with several other industry observers. In addition to NAB President Miller and Mr. Morency, the committee members were John Elmer, WCBM, Baltimore; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati, and John J. Gillin Jr., WOW, Omaha. William H. West Jr., WTMV, East St. Louis, Ill., was the only member absent. Also sitting in were Messrs. Klauber and Brauner of CBS; NBC vice-president Woods, Frank M. Russell and Sidney N. Strotz, and NBC attorney Myers and C. E. Arney Jr., assistant to the president of the NAB.

The fact that the contract must now be ratified by a new ASCAP board presents another possibility for an upset. The old board, which had ratified the agreement reached by negotiations between the ASCAP radio committee and NBC executives, held its last meeting Aug. 25, since when ASCAP's first election of board members by the Society's general membership has been completed.

Twelve of the 24 seats on the board were declared vacant for the election, which resulted in the re-election of seven incumbents and the replacement of five former board members by new persons. Of the six writer-members elected, Deems Taylor and Otto A. Harbach were reinstated for three-year terms, and Oley Speaks, for two years; new writer board members are Richard Rodgers and L. Wolfe Gilbert for three-year terms and Goeffrey O'Hara for one year. The six publisher members elected include newcomers, R. F. Murray for three years and A. Walter Kramer for one year, while Walter S. Fisher, J. J. Robbins and J. J. Bregman were re-elected for three years and Gustave Schirmer for two years.

New ASCAP Board

The temper of the new members is still a matter for conjecture, but it is no secret that the approval of the agreement with NBC by the old board was by no means unanimous and that if the five new members should side with the opposition faction their combined weight might be enough to change the former result and bring about a decision to stop attempting to make a deal with the broadcasters but to go ahead with the projected damage suit against NBC, CBS, NAB and BMI.

Failure of the NAB thus far to follow IRNA's example in approving the NBC-ASCAP deal has added to the conviction of one faction of ASCAP members that the broadcasters are making motions to stave off this suit but that they intend to find ways of keeping ASCAP music off the air as long as possible, probably until the end of the year and certainly until the end of the third quarter. The NBC negotiations are designed, this faction believes, to impress both ASCAP and the advertisers with the idea that progress is being made, thus keeping the sponsors from insisting for the immediate return of ASCAP music as well as blocking legal action from ASCAP.

WHEN A TORNADO wrecked two towers of KMBC, Kansas City, Aug. 25, one of the towers, 544 feet high, fell on this house, 250 feet from the tower base. The antenna broke in the center before falling. Occupants of the house narrowly avoided injury [see story on page 42].

March of Time?

ALTHOUGH Lever Bros. Co., Cambridge, has not announced what program will fill the Friday 7:30-8 p.m. period on NBC-Red which it has bought for Swan Soap starting Oct. 3, it is understood the company is interested in reviving the *March of Time*, last broadcast during the spring of 1939 on NBC under sponsorship of Time magazine. No confirmation could be obtained from NBC nor from the agency, Young & Rubicam, New York, as BROADCASTING went to press.

Big Pinkham Drive

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Sept. 1 started the largest spot campaign in its history for its vegetable compound using one-minute electrical transcriptions 5 to 18 times weekly on 184 stations throughout the country. Agency is Erwin, Wasey & Co., New York.

Higher Phone Tax To Affect Industry

Long-Distance Levy Doubled By Senate Committee

DOUBLING of the excise tax on use of long-distance telephone circuits in the 1941 Revenue Act by the Senate Finance Committee will add an appreciable item to the operating expense of broadcasters, large users of telephone facilities. In addition to approving House schedules on excise imposts on radio receiver and parts sales, raised from the former 5½% to 10%, the Senate committee raised the tax on the use of telephone facilities, such as the long-distance lines used in broadcast service, from 5% to 10%.

With many stations paying from several hundred to more than a thousand dollars monthly in telephone and line charges, the 10% levy would amount to a sizable sum for individual operators. It is estimated the annual telephone bill of stations and networks reaches from $8,000,000 to $10,000,000. Action on the bill is yet to be taken by the Senate and by House and Senate conferees.

Local Service Tax

Although the Senate committee voted to exempt leased wires, general ticker circuits and burglar alarm systems from the tax on communications, it approved a flat 10% levy on long-distance telephone calls, telegrams, radiograms and cables. It doubled the House tax of 5% on local telephone bills, and voted a 10% tax on leased wire talking circuits. The House bill provided a 5-cent tax on messages and conversations costing between 24 and 50 cents, and an additional 5-cent charge per 50 cents above the initial half-dollar toll.

Tuthill Reported Buyer Of NBC Artist Service

DANIEL S. TUTHILL, assistant manager of NBC's program and talent sales division, is reliably reported to have completed negotiations with the network for the acquisition of its talent management operations, but as BROADCASTING went to press no confirmation could be obtained from either Mr. Tuthill or NBC.

Deal includes both the popular talent division, covering work in radio, movies and personal appearances in theatres, night clubs, etc., and the concert service, covering appearances in concert and opera. NBC will continue, however, to handle its own package shows, such as *Information Please, Vic & Sade, Fibber McGee & Molly*, etc., which the network has written, cast and produced itself for sale to sponsors as complete programs.

Freed Names Fertig

FREED RADIO Corp., New York, manufacturer of Freed-Eisemann FM radio phonograph combination sets, has appointed Lawrence Fertig & Co., New York, to handle its advertising. The company has used radio to promote its FM sets, but future plans have not been made.

FOREIGN LANGUAGE MARKET

WHY should a national advertiser bother about small foreign-language markets? Their message reaches every possible potential buyer through regular advertising channels. Small markets and special campaigns are more trouble than they are worth.

These were the arguments set forth by a national advertiser in 1932 when approached by the Joseph Jacobs Jewish Market Organization. True, they had spent some money for advertising in the Jewish press, but a special radio program for the Jewish market would be superfluous. The general message served for all groups.

A Distinct Group

But Joseph Jacobs, head of the New York firm bearing his name, had some figures and arguments to counter. New York City, he pointed out, has over 2¼ million Jews who spend $1,000,000-plus daily on various products. And the Jewish market was a separate and distinct if not unique class in the foreign language group.

Many of them still lived by dietary laws which had been functioning for thousands of years. Their concern was whether certain foodstuffs were "kosher"—meaning conforming to certain age-old laws. Here was a spending potential of $1,000,000 which had to be given a specialized attention.

Take any product as an example —Maxwell House Coffee, he argued. The general advertising message might stress freshness, packaging. Though this is important to the Jewish market, it would hold little selling value. But describe that same product as "kosher" for uses on Passover and it could be turned to a best-seller on the Jewish storeshelves overnight.

The record speaks for Jacobs' arguments. Over 400,000 pounds of Maxwell House coffee are now sold during the seven-day Passover period. The list can be multiplied manyfold with cleanser, salt, shortening, salad oil, etc.

And Then Success

The Joseph Jacobs Organization had been functioning in this market for more than 20 years. During that period it had served as the advertising department for all the Jewish dailies in New York City. It decided to enter the radio field in 1932.

For years it went along with moderate success, advancing these same arguments gaining a sponsor here and there but still convinced the market had a far greater value than national advertisers recognized.

Then something happened. Radio men began to sit up and take notice. One after another national advertisers appeared in the Jewish field, all placed through the Jacobs' organization. WEVD and WMCA were carrying several Jewish programs daily for national sponsors.

After many dormant years, Joseph Jacobs came direct to the advertising agencies handling national accounts. He proposed to operate with and through them as an advisor and counsel for the Jewish market in New York. Part of the sponsor's appropriation would be turned over by the agency handling the account to the Jacobs Organization to be used for the Jewish field. The firm acted as the intermediate functionary between the manufacturer and the Jewish trade and public.

Success was immediate. In a single announcement, the Joseph Tetley Tea Co., one of the first sponsors under the new setup, drew more than 7,000 replies. Others took notice. B. T. Babbit Inc., New York, manufacturers of cleanser, became a sponsor of a Jewish program, as did Kemp Bros. Packing Co., Frankfort, Ind., for its Sun Rayed Tomato Juice; Best Foods Inc.; New York, for Hellmann's Mayonnaise; R. B. Davis, Hoboken, for Cocomalt, baking powder, and others.

All programming, production and presentation, for the Jewish field is handled by the Jacobs agency without direct supervision from the agency in charge of the account. Indeed, the success of sponsors in the Jewish field has been due to the type of program and advertising message used. They appealed to the simple life of the devout, still clinging to the customs of their forefathers. They consist of songs of the synagogue or light humorous ditties; homespun philosophies with a religious touch, hints to women around the house emphasizing the uses of products as they tend to fit into the pattern of everyday ritual life.

How different the Jewish market can be is demonstrated in the campaign about to be undertaken for Kotex. Ordinarily a taboo product on the radio, it will be shown to be practically the same type of product used 2,000 years ago and recommended in the Jewish book of customs and laws. To the religious such an appeal is tremendous. Only a thorough knowledge of the people and the field would lead the Jacobs Organization to attempt such a campaign.

"The Jewish field is probably more complicated than any other foreign language group and certainly the most unique," Mr. Jacobs points out. "In addition to knowing the peculiarities of the people—and they are many and varied—one must be something of a sociologist. To a large measure the key to success in the Jewish field is knowing the trends of the new and older generations.

"We have learned that as the foreign-born become more Americanized, they get away from reading the Jewish press. Yet that same group never loses a taste for Yiddish programs. The potential Jewish listening audience therefore is much greater than the Jewish reading audience, in the same class. Returns from announcements show 75% and more written in English though the announcement was made in Yiddish.

"The Jewish market is one of the most important fields in the New York City area. Certainly it is the largest and therefore spends the most money of any of the foreign language groups. Our job is to aid national advertisers to tap this great reservoir through special appeal of their products."

Burma-Vita Test

BURMA-VITA Co., Minneapolis on Sept. 29 will start a test campaign in Detroit and Cincinnati for Burma-Shave. A varied schedule of one-minute transcribed announcements featuring the Ronteos, NBC trio, will be placed on practically all stations in both markets. Hays MacFarland & Co., Chicago, is agency.

STAFF members of KLZ, Denver, have organized a "Dime-a-Month" club, and from the money paid in dues comes financing for gifts on special occasions or flowers sent to ill staff members.

STANDARD GOES TO SEA as Skipper Milt Blink (r) co-owner of Standard Radio, transcription library producers, Chicago, transfers his office to the bounding main of Lake Michigan, entertaining Howard Chernoff (at the helm), managing director of West Virginia Network, and Kay Pyle, manager of KFBI, Wichita.

More Evening Drama, Audience Programs

News, Commentary Series Also Popular

"THE 1940-41 winter radio season may be described as the culmination of several incipient tendencies, but—on the other hand—as devoid of any distinct new trends. It was withal a period of ripening. Logically, perhaps, new blossoming could not be expected at such a time, and no new blossoming did come."

That summation is quoted from "Radio Program Audiences—October 1940 to April 1941", semi-annual comprehensive report of the Cooperative Analysis of Broadcasting which, by aggregating the statistics of the CAB semi-monthly reports, gives an over-all picture of trends and developments of network commercial programs.

From the 405,000 completed telephone interviews in 33 major cities during last winter, the CAB notes as significant:

1. The continued decrease in the number of evening variety programs, which, however, continued to command the highest average audience of any type of program while dropping from first to third place in total time-on-the-air.

2. The increase of evening dramatic shows in both numbers and time-on-the-air, which did not affect the average rating as some of the newcomers rated high and some low.

3. A similar increase in evening audience participation programs with the same dispersion in ratings to keep the average steady.

4. A continuation among evening news and news commentary programs of the trend away from stage-screen gossip towards war news.

5. The continuing complete domination of daytime radio by dramatic serials, occupying almost 81% of all time-on-the-air during their part of the day.

News More Popular

In its analysis of special events broadcasts, the report shows that the 1940 World Series broadcasts on MBS had an average rating of 25.2; the football broadcasts averaged 30.1 for the season, and the four major prize-fights averaged 19.2. On the political front, President Roosevelt's last four campaign broadcasts averaged 37.3, as compared to a 21.7 rating for Willkie's four final broadcasts.

News broadcasts between 5 and 7 p.m. were more popular than in either the 7-9 p.m. or 9-midnight periods, the report states, pointing out, however, that "the lack of listening to news between 7 and 9 may well be due to fewer offerings during that period."

The report also gives extensive data regarding individual program ratings, with breakdowns by geographical areas and by income groups as well as for all listeners. Regarding the income pattern of the 1940-41 winter evening audience, the report points out that "the radio audience is not homogeneous" and that "programs present a wide range of economic, social and intellectual as well as emotional appeals." Analyzing the audiences to *Information Please* and the *Good Will Hour*, programs with obviously "different" appeals, the study shows:

	Season Average	*Income Groups Upper*	*Middle*	*Lower*
Information Please	14.3	22.5	17.0	9.8
Good Will Hour	12.2	8.5	12.0	13.7
All Evening Programs	12.4	12.1	13.8	11.9

A change in the CAB method during the last year, whereby the elapsed interval between interview-periods was shortened, makes detailed comparison between last winter and the 1939-40 season impossible. "And yet," the CAB states, "while comparative reckoning is a statistical sin and on the whole could not be recommended as fruitful of anything but error, it does seem evident to the practiced eye of those who compile

(*Continued on page 46*)

HIGHEST RATINGS

Individually, the 10 evening programs with the highest average ratings during the October-April period were:

1. **Jack Benny (39.9)**
2. **Chase & Sanborn (36.9)**
3. **Fibber McGee & Molly (32.6)**
4. **Lux Radio Theatre (32.3)**
5. **Bob Hope (29.6)**
6. **Aldrich Family (28.2)**
7. **Kate Smith (25.8)**
8. **Major Bowes (25.5)**
9. **One Man's Family (22.5)**
10. **Fitch Bandwagon (22.3)**

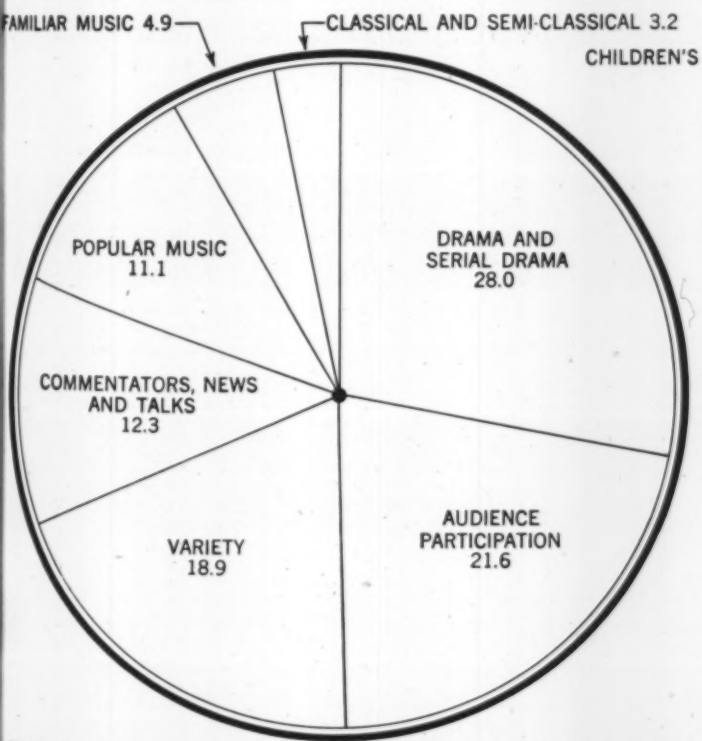
During the daytime, the following five programs had the highest individual averages:

1. **Ma Perkins (10.2)**
2. **Pepper Young's Family (9.5)**
3. **Vic and Sade (9.3)**
4. **Life Can Be Beautiful (9.2)**
5. **Woman in White (9.1)**

The Metropolitan Opera broadcasts on Saturday afternoons had an average rating of 11.5 for the season.

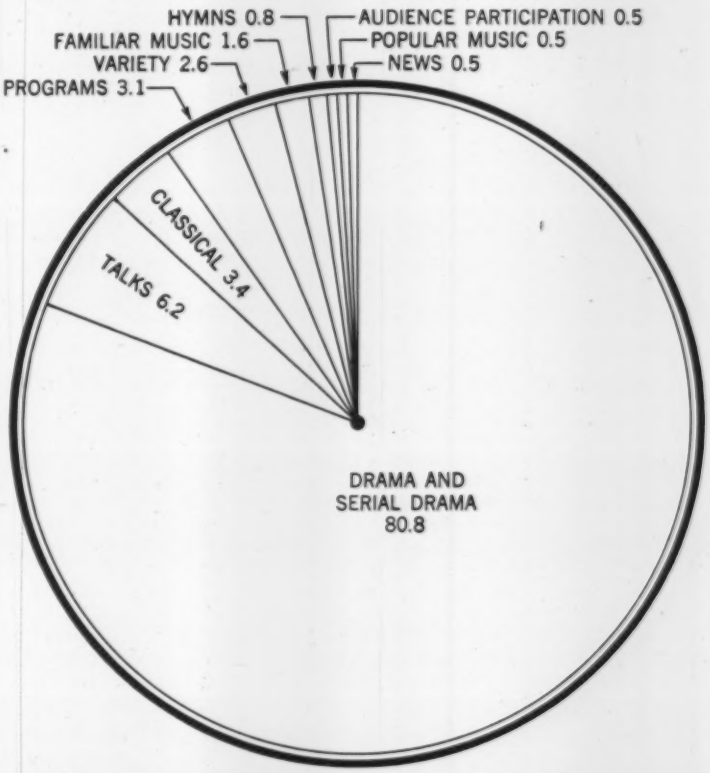
EVENING COMMERCIAL PROGRAM TYPES

October, 1940—April, 1941



DAYTIME COMMERCIAL PROGRAM TYPES

October, 1940—April, 1941



NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast five times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15-minute programs three times a week ¾ hour, etc.

Ownership Rule Inspires Dozen Swaps

Drastic Decision Brings Negotiations For Exchanges Among Cities

A SIEGE of station "swaps" involving possibly a dozen outlets in primary markets, as well as a score of others in secondary areas, appears in the offing as the upshot of the FCC's proposed ban on multiple ownership of stations where substantial overlap of service results.

Since announcement of the tentative rule last Aug. 5, activity has been brisk among station owners who feel they might fall within the purview of the drastic restriction. No deals actually have been consummated, but steps are being taken for quick action should there develop reasonable assurance that the Commission can make the far-reaching order stick.

Perhaps a Fight

The contemplated rule [BROADCASTING, Aug. 11] is slated for oral argument before the Commission en banc Oct. 6, under the very general language used in the order (No. 84). Parties in interest, however, are authorized to submit briefs at least two weeks prior to the argument, or by Sept. 22. It is known that several of the parties affected will resist the Commission's move and challenge its jurisdiction to force elimination of multiple ownership under the existing law.

Despite this, several broadcasters already have conferred with FCC Chairman James Lawrence Fly, prime mover of the proposed new rule as he has been of other radical moves affecting broadcasting, regarding the Commission's reaction to station exchanges as a means of compliance. While the Chairman has not been available for direct quotation, it is learned reliably that he indicated the Commission would be disposed to act favorably upon such applications, probably to the extent of approving them without hearing.

To questions as to whether the Commission would be inclined to approve removal of second outlets from existing markets as a means of compliance, the chairman is understood to have said the Commission would be receptive, provided such moves could be achieved technically and the needed service would be provided. In this connection, however, few physical moves appeared likely, because of the generally crowded spectrum in major markets and the competitive aspect.

Virtually all of the owners contacted by BROADCASTING appeared inclined toward station exchanges as the best means of salvaging their interests and complying with the forthcoming ban. The most obvious move—sale of the second outlet—it was pointed out, generally would prove undesirable because it would become a buyer's market and, despite the six-month leeway allowed by the FCC for "orderly disposition of properties", such transactions nevertheless would take on a forced sale aspect.

Station proprietors obviously affected because of ownership of two or more stations in the same market have been burning up the long-distance lines in attempting to devise tentative exchange transactions. A station in a major market, for example, has scoured the roster to find a station of possibly equivalent status in a parallel market with which to swap. No less than a dozen instances of this nature are known to be in the preliminary negotiating stage.

NBC's Problem

NBC, by virtue of four existing multiple ownership (or operation) overlapping service situations, ordinarily would be most vitally affected. But since it is already under virtual mandate, to which it has not acceded legally, to dispose of the Blue Network, the new ban is really a secondary consideration.

NBC owns WEAF and WJZ, 50,000-watt key stations, in New York. In Chicago it has WMAQ, fulltime 50,000-watt Red outlet, and WENR, halftime 50 kilowatter. In San Francisco it has KPO, which it owns as a Red key, and KGO, 7,500-watt outlet, which is qualified for 50,000 watts, licensed to it but actually owned by the General Electric Co. In Washington NBC owns the Red outlet, WRC, with 5,000 watts, and holds the license for WMAL, 5,000-watt Blue outlet, but leases it from the *Washington Star*.

Because it is expected that the Blue ultimately will be sold, with WJZ as the key, and possibly with WENR, no serious problem on the multiple ownership overlap situation is contemplated in either New York or Chicago. In Washington it is assumed the *Star* ultimately will procure full operating status for WMAL, alleviating that situation. An application to that end already is pending. Thus, it appears, the San Francisco situation is the only problem that would seriously affect NBC on the long haul, under the new rule.

Coast Project

While NBC, following the course it already has undertaken in reserving the right to challenge the FCC's jurisdiction on the entire set of chain monopoly regulations, is expected to resist the new regulation, there is already preliminary talk of a swap on the Coast.

In Los Angeles, KECA, 5,000-watt regional, is owned by Earle C. Anthony Inc. and operates as the NBC-Blue outlet. The big Anthony station, KFI, is the 50,000-watt NBC-Red outlet. KECA and KGO, both being Blue outlets, might readily be exchanged, to bring about compliance with the Commission's overlapping service ban, it was pointed out.

On the other hand, the chain monopoly regulations, still in dispute, specify that a network may not operate more than one station in New York, Chicago and Los Angeles or San Francisco. There have been indications that this order would be relaxed to encompass both Los Angeles and San Francisco, as well as Washington. But, as things stand now, no change has been made.

A number of other "swap deals" are known to have progressed during the last fortnight. For obvious reasons, however, it was thought inadvisable to reveal the identity of the stations engaged in such conversations, particularly since there is no conclusive ruling that the Commission can make the proposed regulation stick. The basic thought is that if the Commission can enforce its chain-monopoly regulations, slated for final oral argument on Sept. 12, then it will have a relatively easy task enforcing the overlapping service ban.

The Commission has made clear that it does not intend to publish a list of stations which, in its judgment, fall within the scope of the duplicating service rule. FCC attorneys, however, unofficially have stated that a minimum of 40 such ownership situations, involving possibly 100 stations, appear to exist. The Commission simply notified all stations of the rule and the Oct. 6 oral arguments, and is leaving it to the judgment of the proprietors as to whether they should appear to present arguments against the rule and otherwise argue the question of what they think the Commission should regard as constituting objectionable overlap.

Likewise, the Commission has not interpreted the word "control" beyond saying that it is not limited to majority stock ownership but includes "actual working control in whatever manner exercised". It stated that because of the variables involved, it will not attempt to establish the exact limitations on duplicating service until it hears oral argument and revises the proposed order.

The order, as now drafted in tentative form, would result in promulgation of a new section of the Commission's regulations (Section 3.35) dealing with multiple ownership. This would prescribe that no person shall directly or indirectly own, operate or control a standard broadcast station "that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person".

Technical Problems

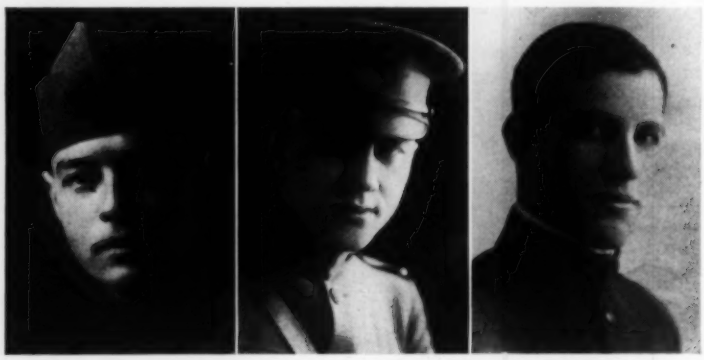
The rule specifies that it would become effective immediately for new stations. A proviso, however, would give existing entities affected six months from the effective date in which to comply, with the added provison that the Commission could extend the effective date from time to time "in order to permit the orderly disposition of properties".

A number of broadcasters reported they were somewhat bewildered by the Commission's action, because of the failure to provide sufficient data upon which to appraise the manner in which the regulation would affect the operations. The Commission's only answer to this, it is reported, has

(Continued on page 25)

THEY WERE IN THE ARMY THEN

One of a Series



ADVERTISING AGENCY, network and station representative are represented in this panel of World War I soldiers, now prominent in the radio field. Their identities and brief sketches of their service records will be found on page 25.

Radio comes of Age . . .

The completion of 21 years of broadcasting was celebrated at WWJ on Wednesday, August 20th. Back in the post-bellum days of 1920, WWJ began broadcasting with a 20-watt transmitter and an audience of a few dozen listeners. Woodrow Wilson was President then: there were no dive-bombers, no flying fortresses, no talking pictures, no chain-breaks and no commercials.

Progress came rapidly to the infant industry, and at each step, WWJ was in the forefront. When the National Broadcasting Company was organized and the Red Network came into existence, WWJ immediately became an associate.

Throughout its 21 years of broadcasting WWJ has constantly stressed fine programs and public service in all phases—religion, education, national and community endeavors.

Today, as defense absorbs the energies of the nation, WWJ's facilities are constantly available, whenever needed.

And, with Frequency Modulation threatening to revolutionize broadcasting, WWJ already has W 45 D in operation on a seventy-hour-a-week schedule, soon to be extended.

Fullest adherence to the letter and spirit of operation "in the public interest, convenience and necessity" has always characterized the policies of WWJ and will continue in the days to come.

National Representatives

GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES

Higgins Moves Boats Over the Airwaves

World's Largest Motor Boat Firm Now a Heavy Buyer of Time

By GEORGE W. RAPPLEYEA

Assistant to President, Higgins Industries Inc., New Orleans

WHEN WE THINK of motor boats we think of an article well up in the luxury class; and motor boat advertising is usually confined to the national yachting journals or the exclusive magazines such as *Spur* and *Fortune*.

Three years ago we sold a motor boast cruiser to Joseph Uhalt, head of WDSU. A short time afterwards, when the station's salesman called upon us, we showed our appreciation by purchasing a small amount of time in the way of spot announcements.

Spots That Paid

The spot announcements were followed by an increase in the sale of outboard motors and marine supplies and the contract for the spot announcements was extended over a year.

Andrew J. Higgins, president of Higgins Industries, recognized the possibilities of radio advertising. If spot announcements could bring recognized results a sponsored program should contribute towards the healthy growth of the organization. Mr. Higgins suggested the *Ship-Ahoy* program; devoted to sea stories, tales of the Navy, Coast Guard, and merchant marine, yachting stories and Mississippi River yarns.

The program was on at 7 p.m. three nights a week, dedicated to the United States Power Squadrons, an organization of several thousand men interested in yachting affairs, the Navy, Coast Guard, and merchant marine.

Mr. Higgins took an unusual interest in the conduct of the program. He arranged to secure as guest speakers interesting personalities, including Coast Guard and Naval officers ranging in rank from enlisted men to admirals. At the end of three months the sales in marine supplies, outboard motors, marine engines, and motor boats showed an increase of 20% over the same three months of the preceding year.

Mr. Higgins was convinced of the possibility of radio advertising. At the end of a year the *Ship-Ahoy* program was reduced from three broadcasts a week to two, simply because business had grown to such a point that it was not possible for the office force to arrange more than two broadcasts each week. For the year 1941 the *Ship-Ahoy* program was reduced to one broadcast a week but another program was added, known as the *Pan America* program on WNOE at 7:15 p.m. Tuesday evenings.

Largest Plant in World

This program is devoted to Pan American relations and travelogues on Central and South American countries. At the present time the radio listeners are being conducted on a radio cruise to all of the other 20 American republics.

It is dedicated to the Club La America, a local organization organized for the purpose of stimulating interest in the Spanish language and incorporating a better understanding between this country and Latin America. On the program, consuls of the Latin American Republics and Central and South American professors of local universities are frequent guests on the broadcast.

On Aug. 24 the new City Park Plant of Higgins Industries Inc. was dedicated as the largest boat building plant in the world under one roof, devoted exclusively to the building of commercial and naval motor boats.

When Higgins Industries began to use radio advertising they employed 150 men. Today, three years later, Higgins Industries employs 2,000. Of course most of these men are building naval combat motor boats.

It would be ridiculous to say that the Higgins radio programs on WDSU and WNOE were entirely responsible for the phenomenal growth of the company, any more than it would be fair to say that the Signal Corp. of the U. S. Army won the first World War. But the Signal Corp did its part to help win that war and radio programs have contributed to the success of Higgins Industries.

The scripts of the Pan American radio programs and other travelogue broadcasts have been based upon material furnished by Samuel Coff of the American Express Travel Service.

Persistence Pays

It was found that persistence in radio advertising pays good dividends. Prospective customers of Higgins Industries, who are owners or operators of motor boats, have become steady listeners of the Higgins radio programs. It has been stated by advertising authorities that every written request is equal to a thousand listeners.

On one broadcast Higgins Industries announced they would give a booklet on motor boat operation, providing the listener was a bona fide motor boat owner and sent in with his request, not only his name and address but the name of his boat, its length, and the make and horsepower of its engine. From this single announcement 48 bona fide requests were received. How many people on the street would you have to stop to find one motor boat owner? There are less than 300,000 motor boat owners in all the United States.

Higgins Industries capitalizes their radio programs by featuring the day, hour, and radio stations of the broadcast in local advertising such as newspapers, magazines, and yacht club programs. A four-page stuffer is inserted in the envelopes of all out-going mail. This circular describes the radio programs, the stations, and the day and hour on which the programs appear.

In the Evening

Because it is necessary to reach the businessman the programs are always spotted in the evenings between 6 and 8 p.m. Mimeographed copies are made of the most interesting programs and these are mailed to all persons whom the company believes would be interested in the program. For example: Mimeographed copies of the scripts of the Pan American programs are mailed to all the company's sales agents in Central and South America.

When a high ranking U. S. engineer officer is a guest, mimeographed copies of the program are mailed to all the different district engineer offices in the country. When the admiral of the Coast Guard spoke on the *Ship-Ahoy* program, mimeographed copies were mailed to all yachting clubs and Coast Guard district headquarters.

This is an institutional type of advertising that reaches far beyond the range of the radio stations. The range of five hundred watt radio stations may be limited to a definite number of miles but the mimeographed copies of the radio scripts can reach half way around the world.

Andrew J. Higgins, executive head of Higgins Industries, evidently gives credit to radio advertising for he has just signed a contract with WWL for a third series of programs to be started this fall.

MOTOR BOATS are decidedly luxury items. But the world's largest builder of motor boats is a confirmed radio user now that two programs have confirmed the sales possibilities of radio as discovered in a brief spot series. This spot schedule, curiously was a sort of courtesy gesture to WDSU, New Orleans, after Joseph Uhalt, the manager, had bought a motor boat from Higgins. Pleased with its two current programs, Higgins is completing plans for a third series to start during the autumn.

MR. HIGGINS

Durante May Be Named To Replace Fanny Brice

GENERAL FOODS Corp., New York (Maxwell House coffee), for the fourth consecutive season, on Sept. 4 brings back *Coffee Time* on 97 NBC-Red stations, Thursday, 8-8:30 p.m. (EDST), with West Coast repeat, 8:30-9 p.m. Although it was not known at this writing if Hanley Stafford in his Daddy role returns to the program, Fanny Brice with her Baby Snooks skit is to again be featured as well as Frank Morgan. Meredith Willson is musical director. John Conte has been re-signed as m.c. and vocalist. Guest talent, as foils to Morgan's comedy is to be included for the first four weeks. Phil Rapp is writer of the program. Mann Holiner continues as Benton & Bowles producer of the series with Dave Elton representing the network.

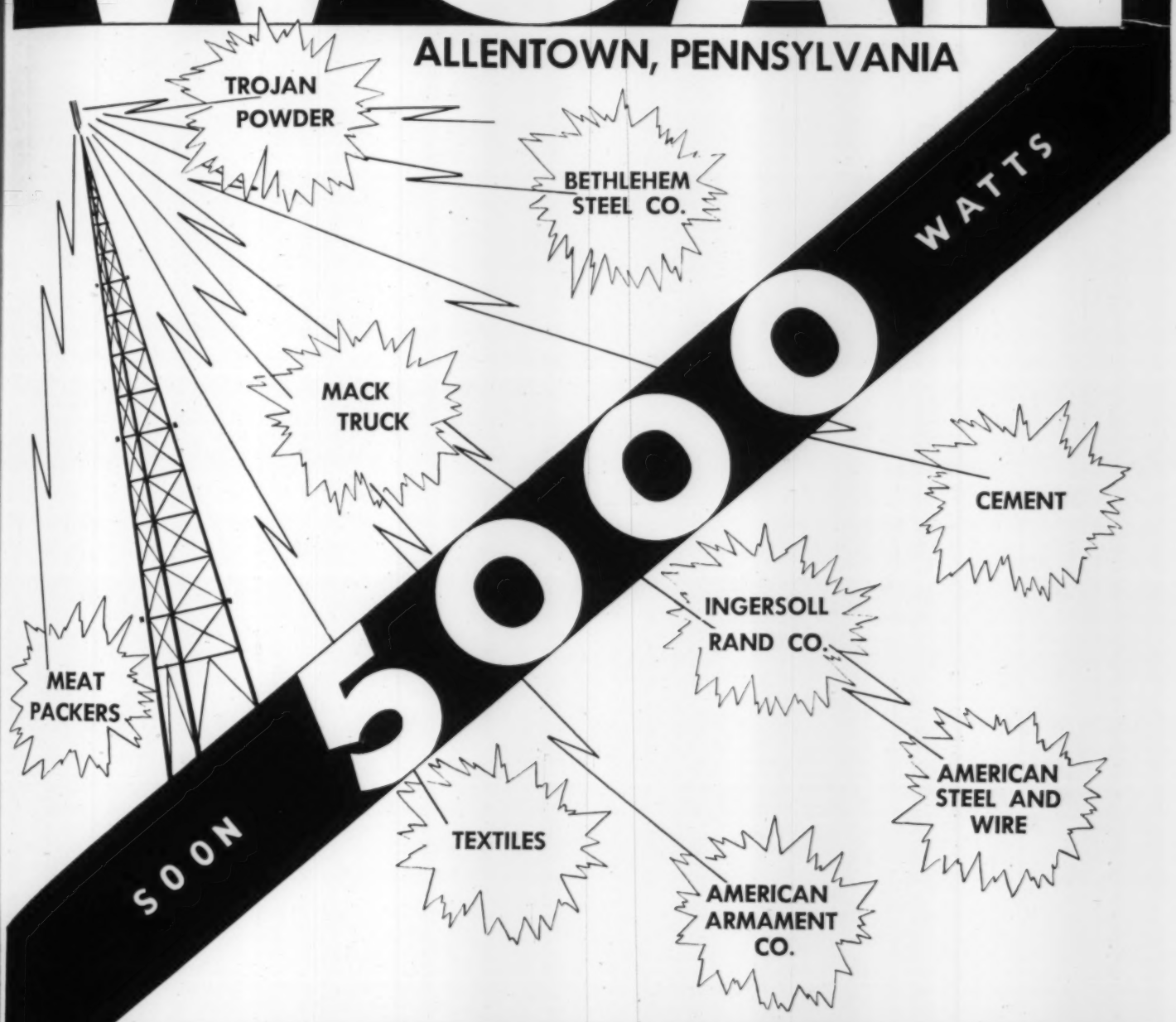
In an effort to cut production costs, firm has been negotiating with Jimmy Durante to take over Miss Brice's spot on the show for the first four broadcasts, with the possibility of him remaining as a permanent feature. Under those conditions, it is said, Miss Brice may bow out entirely, thereby creating an entirely new format for the series. Miss Brice is reported receiving $5,000 per week for her part in the show and offered to cut that to $4,000. Although Benton & Bowles announce she was returning to the program, it is understood there may be a last-minute change.

Coca Cola Grid in South

EDLY ROGERS, field representative of Press Assn., radio news subsidiary of Associated Press, and sports announcer, will start his sixth consecutive season this fall as announcer for the ten Louisiana State U football games, to be broadcast on Southern stations under sponsorship of Coca-Cola Bottling Co., Atlanta.

WSAN

ALLENTOWN, PENNSYLVANIA



KEEP 'EM BUYING

ONE OF AMERICA'S MAJOR DEFENSE AREAS

KEEP 'EM BUYING

KGIR, Butte, Requests 50 kw. On WEAF 660 Clear Channel

Craney Asks FCC to Amend Rules to Permit Grant; Urges Directional for WEAF as Protection

ANOTHER significant move toward breakdown of clear channels developed last Wednesday with the filing of an application by KGIR, NBC outlet in Butte, Mont., for a 50,000-watt station on the 660 kc. clear channel now occupied by WEAF, New York, key station of NBC's Red network.

Accompanying the application filed by Ed Craney, leader without portfolio of independent stations, was a petition asking the FCC to amend, waive or make an exception to its exisiting rules covering Class I-A or unduplicated clear-channel stations to permit assignment of KGIR as the dominant station on the frequency. The petition and application were filed through the law offices of Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher.

Urges WEAF Directional

The application seeks KGIR's assignment on the channel as the dominant station, but would leave to the Commission's discretion the precise manner in which this would be accomplished. KGIR asks to be shifted from 1370 to 660 kc. and to increase its operating power from 5,000 watts to 50,000 watts, without a directional antenna. It asks that WEAF be required to install a directional which will protect the 500 microvolt 50% skywave contour of KGIR when operating on the frequency. In effect, this would reduce WEAF to Class I-B or Class II status, with KGIR as the main station on the frequency.

While applications have been filed in the past for facilities of key stations of the major networks, they have not been regarded seriously for the most part. Because of the current attitude of the FCC against clear channels, as reflected in its recent action awarding WHDH, Boston, fulltime on the 830 kc. clear channel occupied by KOA, Denver, plus Mr. Craney's prominence in industry affairs, unusual significance attaches to the request. Mr. Craney is regarded as the chief radio advisor to Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and is a close personal friend.

It is expected that NBC will resist the KGIR application to the utmost, carrying it through the highest court if necessary. The application sets out that approximately $95,000 would be expended for a 50,000-watt transmitter and a vertical radiator. A Western Electric transmitter is specified, and, it is understood, already has been purchased. The present KGIR site on the outskirts of Butte would be used, with a new 670-foot Lehigh vertical radiator installed.

KGIR Inc. is owned 50% by Mr. Craney and 50% by T. W. Symons Jr., operator of KFPY, Spokane. Messrs. Craney and Symons also own KXL, Portland, which on Sept. 8 is slated to begin operation with 10,000 watts fulltime on 750 kc., in lieu of present local facilities.

Mr. Craney also is 40% owner of KPFA, Helena, and 50% owner of KRBM, Bozeman. He sets out in his application, however, that he will dispose of his interest in the latter two stations if the 660 request is authorized.

Serving an Isolated Area

The petition cites that the "relief" requested by KGIR is an amendment to, a waiver of, or an exception to Section 3.25 of the Commission's rules and regulations "or any other action by the Commission which would permit the operation requested in the accompanying application with the desired protection from station WEAF". One method by which this could be accomplished, it is pointed out, would be to amend Section 3.25 (a), specifying 25 Class I-A channels, by eliminating the 660 kc. channel. Another would be to amend Section 3.25 (b), setting forth Class I-B or duplicated clears, by adding the 660 frequency.

In specifying reasons in support of its application, KGIR contends that Class I-A facilities are more properly designed to serve rural, isolated areas than metropolitan areas and there is much more such area around Butte than around New York City. A much greater portion of the rural area of the country can be served over Class I-A facilities from Butte than can be obtained by such a facility located on the Atlantic Seaboard, the petition cited.

Persons who will no longer be able to receive service from WEAF "when it amends its antenna so as to protect" KGIR, the petition stated, "will be able to receive the same program service from other stations which they could previously receive from WEAF."

The petition set forth that there are four clear-channel stations in New York with 50,000 watts, two others authorized to increase to 50,000 watts and an additional station which could, under the rules, be permitted to operate with 50,000 watts. Montana has no clear-channel station and none authorized to operate with more than 5,000 watts.

FCC Asked to Move

It was claimed that the net increase in the potential primary service area of station KGIR within the normal protected contour will embrace approximately 400,000 persons, through operation as proposed. Moreover, it was held KGIR will add a secondary signal to 1,420,000 square miles and 7,980,000 persons not now capable of receiving such service from KGIR.

In summary, KGIR asked the Commission to enter appropriate orders which would grant KGIR the right to operate with 50,000 watts on 660 kc. and to direct WEAF to take "whatever steps may be necessary in the redesign or relocation of its antenna, or both, so as to protect the 500 uv or 50% skywave contour of KGIR operating as proposed". And, concludes the petition, "if the relief herein prayed for be inappropriate then for such other and further relief as may be proper".

BOSTON TEA-PARTY with George Lasker (left), general manager of WORL, Boston, toasting Gus Stephens, general manager of the Boston Royal Crown Cola plant whose regional business increased 100% over 1940. Radio on WORL played a foremost role in upping his sales, claims Mr. Stephens.

Battle Over 1190 kc. Channel Is Seen As WIRE Applies for WOWO Facilities

PORTENTS of a battle over the 1190 kc. channel for use by a 50,000-watt station were seen last week with the filing by WIRE, Indianapolis, for the facilities now used by WOWO, Fort Wayne, Ind. Long a half-time station operating with 10,000 watts, WOWO, owned by Westinghouse under the reallocation of last March, was accorded 50,000 watts fulltime.

In the application filed with the FCC by E. C. Pulliam, president of WIRE, the proposal was made that the existing facilities of that station—5,000 watts on 1430 kc—be assigned to WOWO. Moreover, it was suggested that the Commission find a new assignment for WGL, local sister station of WOWO, operating on 1450 kc., because of lack of essential frequency clearance if the major shift became effective.

Westinghouse to Fight

Walter C. Evans, vice-president of Westinghouse Radio Stations, promptly served notice on Mr. Pulliam, after he had been advised of the application, that "we will resist to the utmost any attempt by WIRE, or you, or your associates, to appropriate the radio facilities of WOWO."

It was recalled that in 1932 Westinghouse successfully resisted applications of nearly a dozen applicants for the 1020 kc. channel then used by KYW in Chicago but which subsequently was transferred to Philadelphia under Westinghouse ownership, where it now operates as the Red outlet. Frederick H. Wood, well-known New York trial lawyer, represented Westinghouse in these proceedings.

In a letter to Westinghouse prior to the filing of the application, Mr. Pulliam advised the company the station was making application for the frequency because of urgent and wide demand from its listeners and various state institutions for statewide coverage by the Indianapolis station. A study of the broadcast spectrum, he stated, failed to yield a single available frequency to accomplish this result and that he therefore had concluded 1190 kc. presented the most meritorious proposal possible.

Mr. Pulliam pointed out that inasmuch as WOWO now uses 10,000 watts it was likely that a portion of its present plant would be rendered useless by the reduction in power to 5,000 watts as proposed and that certain changes in antenna would be required before 1430 kc. could be used by the station. He said it was not his desire to cause losses to WOWO from obsolescence of plant or other costs.

"We are willing therefore to reimburse WOWO for such reasonable losses as you may fairly experience as a result of the proposal of WIRE, all providing WIRE succeeds in obtaining the assignment it requests and WOWO does not seek unnecessarily to increase the costs to WIRE of accomplishing its present proposal.

"As we view our situation, our duty to the public interest demands that we exhaust all effort to obtain an assignment for the capital city of Indiana that will permit mass communications with all Indiana residents. Inasmuch as our proposal may injure your purely private interests, we wish to make all reasonable effort to mitigate that private injury to you."

Recalling the 1932 fight over the KYW facilities, observers thought that Westinghouse might itself seek to move WOWO to Indianapolis, if a need for that additional service appeared to exist. Moreover, there came into play the FCC's recent announced intention of banning multiple ownership where overlap service is involved—a situation that confronts Westinghouse by virtue of its operation of WOWO and WGL in Fort Wayne. By proposing to remove one of the stations from Fort Wayne it could meet the intent of the proposed order, it was pointed out.

The Perfect Success Story

In Three Parts and An Epilogue

Part I

(About Audience)

The value of a radio station to an advertiser lies solely in the listeners it offers. And comprehensive surveys, based on 48,000 completed telephone calls per week, clearly show that . . .

KMBC HAS MORE KANSAS CITY LISTENERS THAN ANY OTHER STATION MOST OF THE TIME—MORE FIRST-PLACE QUARTER-HOUR PERIODS, MORNING, AFTERNOON AND EVENING, THAN *ALL* OTHER STATIONS *COMBINED!*

Part II

(Speaking of Sponsors)

Most advertisers unerringly gravitate to the station with the greater number of listeners. So, this fact also is important . . .

KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY *HOURS* AND MORE BUSINESS IN *DOLLARS!*

Part III

(Regarding Results)

The ultimate test of a station's effectiveness is how long advertisers continue to use that station—in other words, how impressive the results obtained. Which leads to this . . .

ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—*THREE* OUT OF FOUR ARE *RENEWALS!*

Epilogue

KMBC, by attracting more listeners, has attracted more advertisers.
By delivering greater results, KMBC has *kept* those advertisers.
To us, that is the highest of all recommendations for KMBC . . . The Perfect Success Story!

KMBC of Kansas City

Free and Peters, Inc. CBS Basic Network

Salesmen Confer With Timebuyers

Common Problems Discussed At NAB Group's Meeting

THE COMMON problems of the buyers and sellers of radio time were discussed at an informal meeting of the Sales Managers Executive Committee of the NAB with a group of station representatives and agency timebuyers, held Aug. 27 at the Hotel Roosevelt, New York.

With the general goal of arriving at a better understanding of each other's problems and needs, they went into such topics as coverage maps, rate cards, station surveys, merchandising practices, sales presentations, and related topics.

Coverage Data

The time buyers present were asked to sound out others on the matter of information desired on coverage maps and surveys, for example. The broadcasters stated that when they prepared such studies, often at considerable expense, they frequently got a reaction of the "I can't use this type of thing" sort from time buyers.

Yet, one of the broadcasters said that when he attempted to find out in advance what the time-buyers wanted by writing to 30 leading agencies, he received 27 replies which differed widely in both the type of data and the manner of presentation requested.

Similarly, with other items discussed, the station men explained what they are up against and the agency men, in turn, gave their side of the picture. While no definite decisions were arrived at, the session was reported to have been successful in ironing out some of the bumps in the path between client, agency, representative and station, to the mutual benefit of all concerned. Further meetings, at which more definite plans may be worked out, are to be held, but no date has been set.

Full membership of the Sales Managers Executive Committee was present at the meeting, as follows: Gene Carr, WGAR, Cleveland, chairman; Robert MacKenzie, WCMI, Ashland, Ky.; E. Y. Flanigan, WSPD, Toledo; John M. Outler Jr., WSB, Atlanta; Arthur Hull Hayes, WABC, New York; Linus Travers, WAAB, Boston; George H. Frey, NBC. John Hymes, of Lord & Thomas, and William Maillefert, of Compton Adv. Inc., represented the time buyers.

Station representatives included members of the organizations which hold associate memberships in the NAB; Edward Petry of Edward Petry & Co.; Jerry Lyons of Weed & Co.; George Bolling of John Blair & Co.; Russell Woodward of Free & Peters. Also present were C. E. Arney, assistant to the president of NAB, and Frank Pellegrin, director of the NAB department of broadcast advertising.

On the day before the joint meeting, the committee held an all-day private session to discuss what they and the department of broadcast advertising, which is under their jurisdiction, can do to aid all broadcasters in making their facilities more effective for the advertiser and easier to sell.

Radio in Cells

AS PART of a rehabilitation program instituted by Warden Clinton T. Duffy, prisoners at San Quentin prison, Cal., can now listen to the radio four hours a night, seven nights a week. Workmen, paid out of the prisoners library fund, have completed installation of earphones in each cell, a microphone in the warden's home for inter-prison communication, and three loudspeakers in condemned row, currently housing 16 men.

If the State parole board okays the project, the prisoners will start a regular broadcast of their own over a nationwide network.

Local Business Survey Is Conducted by Haring

A WEEKLY index service of local business conditions in various areas has been instituted by Chester Haring, director of the market research division of the Hooper-Holmes Bureau Inc. and is being offered to sales departments, newspapers and others.

The Haring index is broken into three categories. One will be available for general use and consists of reports on business conditions for the preceding week as well as for the corresponding week of the preceding year and will include analyses by Federal Reserve District, geographic section, city sizes, etc. This release will list 273 cities geographically. The second release, primarily intended for sales departments, will be similar to the first but will be arranged by sales districts. The third service will be exclusive to only one newspaper in each city with brief discussion of general conditions with analyses by geographic sections and city sizes as well as the actual Haring index for a minimum of ten cities and a maximum of 50 cities.

BMI Research Plans

BMI has signed a one-year contract with the Bureau of Radio Research, directed by Dr. John G. Peatman of the psychology department of the College of the City of New York, to continue the daily radio log and program analysis of popular music it has been issuing since mid-June. In addition, the Bureau plans to prepare graphs of trends of music broadcast, showing the proportions of popular and classical music on the air during the day and evening, trends of popularity of particular numbers and other studies of musical preferences. Five stations became BMI subscribers last week, bringing the total of commercial BMI members to 683. Newcomers are: KPRO, Riverside, Cal.; WALB, Albany, Ga.; KGFJ, Los Angeles; WCBD, Chicago; WCRS, Greenwood, S. C.

Edgar A. Fellers 1894-1941

EDGAR A. FELLERS, vice-president of Presba, Fellers & Presba, Chicago agency, and one of the Midwest's pioneers in radio advertising, died last Tuesday following a heart attack.

One of the best-known figures in the agency-radio field, Mr. Fellers participated in the establishment of Presba, Fellers & Presba in 1935, becoming vice-president in charge of radio. He severed an 11-year connection with the Mantle Lamp Co., one of the first commercials to be used on Midwest stations, to establish the agency.

Mr. Fellers was 47. He is survived by his wife and an 18-year-old daughter, Joan. Interment was on Thursday at Memorial Park Cemetery, Chicago. Pallbearers were Howard H. Wilson and William G. Rambeau, station representatives; Oliver Morton, NBC; Marquis Smith, of the Fellers Agency; Charles Barnes and Bud Cochrane, of Chicago.

Edgar Albert Fellers was born in Dayton, O., in 1894, attended the U of Michigan and was within four months of receiving a medical degree when illness put an abrupt end to his medical ambitions. After working for the Scholl Mfg. Co., Chicago, he joined Mantle Lamp as assistant to the vice-president. Bert H. Presba, with whom he later founded the agency.

As early as 1926 Mr. Fellers wrote and produced the first programs advertising Aladdin Lamps. Over the years, he had accumulated a valuable fund of information on rural radio markets and had visited practically every farm station.

Widely known in broadcast circles both by station executives and talent, friends recall that many a hillbilly group that turned up broke found their way to Ed Fellers' office and always were tided over.

Household Finance on 30

HOUSEHOLD FINANCE Corp., Chicago, has started a quarter-hour news broadcast five times a week, weekly quarter-hour live programs and a schedule of one-minute spot announcements three to six times weekly, on a list of 30 stations. Agency is BBDO, Chicago.

Tayton Plans to Extend Jimmy Fidler Eastward Since Moving to MBS

REPORTS of Hollywood film studio pressure on Mutual-Don Lee Broadcasting System to keep Jimmy Fidler, gossip commentator, off the air, have been emphatically denied by Lewis Allen Weiss, vice-president and general manager of the latter network. Mr. Weiss declared the network has had no "beefs" on Fidler, and further stated that if he had, it would make no difference. He explained that Mutual-Don Lee network has restrictions of its own and anticipated no difficulty with the film industry.

Fidler, as commentator on the weekly *Tayton's Tattler*, sponsored by Tayton Co., Los Angeles (cosmetics), on 6 CBS Pacific Coast stations, recently broke his 52-week contract with that network because of policy differences [BROADCASTING, Aug. 25]. Sponsor switched the series to 14 Mutual-Don Lee stations, Fri., 6:15-6:30 p.m. (PST), on a 13-week contract effective Aug. 22. Mr. Weiss stated that Tayton Co. anticipates increasing coverage to include the Eastern Seaboard, revising the contract for continuous broadcasts at least 52 weeks. BBDO, Hollywood, is agency.

Placed in Record

In an Aug. 18 statement, titled "Radio Censorship Unbearable" and published in the *Congressional Record* last Monday at the request of Senator Nye (R-N.D.), Mr. Fidler announced his switch from CBS to MBS, declaring:

"During the six weeks of my current series over CBS their censorship policy has hampered and worried me to the point that I have felt and feel that I have been denied the right of free speech. I consider the fetters that have been imposed by Columbia officials as resulting in my carrying on a program so 'old ladyish' as to constitute a slap in the face of this right of free speech so long recognized as the inalienable privilege of a citizen of this country.

"I am sending a copy of this statement to the FCC. It seems to me members of that Commission will be interested in Columbia's attitude concerning the rights of fair comment and free speech. Broadcasting systems are not a public utility, but they certainly must owe their public a reasonable responsibility."

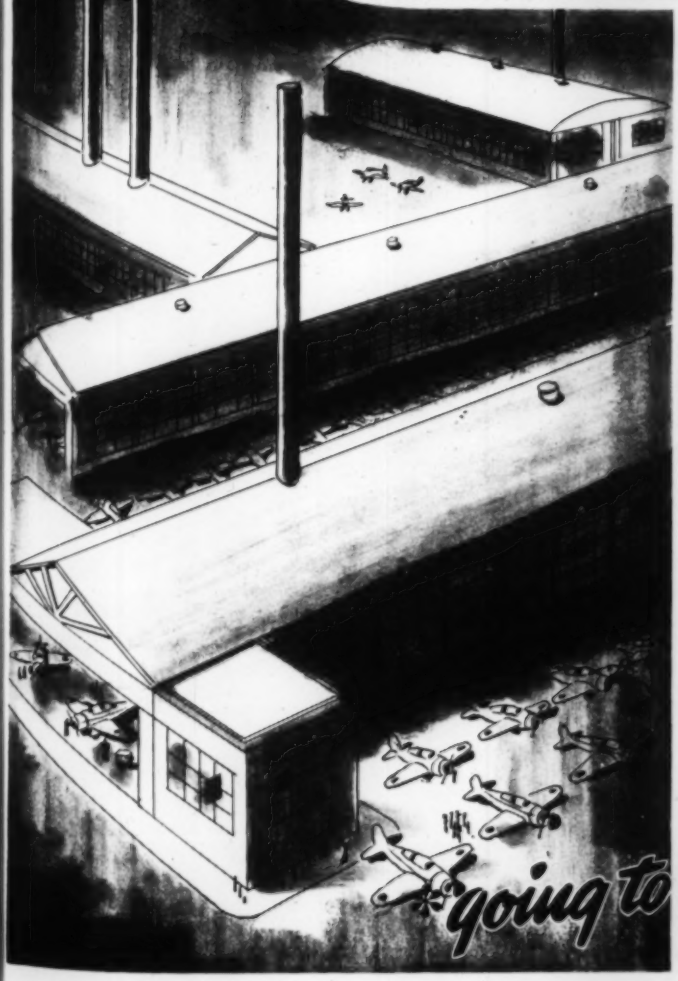
Allied Mills Spots

ALLIED MILLS, Chicago (Wayne Feeds), are sponsoring a 52-week schedule of one-minute transcribed spot announcements, heard three times a week on the following 12 stations: WLS WHO WSM WSB WEW WNAX WHCU WJR WOR WOWO KDKA KFAB. Sponsor has also contracted for five-weekly spot announcements and a quarter-hour program heard once a week on *Everybody's Farm Hour* on WLW, Cincinnati. Agency is Louis E. Wade Inc., Fort Wayne.

POWER

WHERE POWER COUNTS MOST!

THE *Great Tennessee Valley*



One of the nation's greatest airplane factories is the $9,000,000 Vultee Aircraft Corporation in Nashville, Tennessee, where more than 7,000 craftsmen are busily engaged in constructing wings for defense.

This is but one of scores of gigantic industries located in the great Tennessee Valley . . . industries that have become permanently located here, attracted by the cheap T. V. A. power supplied by $250,000,000 worth of dams.

WLAC is matching this power for industries with a great radio power . . . covering the heart of the industrial South with a clear-cut signal of * 50,000 watts.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

Nashville

J. T. WARD, OWNER F. C. SOWELL, MANAGER

50,000 WATTS this fall

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

Heavy Attendance Is Indicated For NIB Chicago Convention

Fly and Craney Among Speakers on the Schedule; Defense and Sales Problem to Be Considered

ADVANCE INDICATION of a registration of 150 to 200 independent broadcasters for the extraordinary convention of National Independent Broadcasters in Chicago Sept. 22-23 was reported last week by Edwin M. Spence, managing director of the trade group, and manager of WWDC, Washington.

Intense interest in the sessions is being exhibited by broadcasters throughout the country, whether or not network affiliated, Mr. Spence and NIB President Harold A. Lafount reported. Highlight of the convention will be an address by FCC Chairman James Lawrence Fly, who wholeheartedly supported the convention call. He has been at odds with the NAB since the last NAB convention in St. Louis, at which time he labelled the NAB a "dead mackerel" that "both shines and stinks".

Ed Craney, head of the Z-Bar Network and leader among independent stations, tentatively is scheduled to address the NIB convention at a closed session, Mr. Lafount announced last Wednesday. It is presumed his subject will be copyright, since he is one of the foremost advocates of a per-use basis of payment for music, rather than a blanket license plan, already accepted by MBS and under negotiation by NBC and presumably CBS.

Defense Problems

National defense and its bearing upon broadcast operations is expected to be the salient topic. Mr. Fly not only will address the independent broadcasters on this subject but will arrange for a speaker from the military establishment to discuss intimately the relationship of broadcasting to the armed forces. The identity of this speaker has not yet been made public.

Mr. Lafount announced the call for the special convention, to headquarter at the Palmer House, early last month after conferences with a number of broadcasters. Invitations went out not only to independent network stations but a total of some 450 stations, covering network affiliates which are independently owned. Only non-commercial stations and those operated, managed or leased by the networks were excluded, he said.

Mr. Lafount has announced his intention of retiring from the NIB presidency at the Chicago convention. After a three-year tenure, he expressed the view that the presidency should rotate. Among those prominently mentioned as his successor are Mr. Craney and Ralph L. Atlass, president of WJJD-WIND, Chicago. Mr. Craney, in Washington last week, said he "is not a candidate for that or any other industry post."

In addition to the Government speakers and Mr. Craney, a general commercial session will be held, to be addressed by representatives of advertisers and advertising agencies, according to Mr. Spence. Activities on the Washington front, including the network monopoly regulations, the tax situation and the legislative outlook will be covered by Andrew D. Bennett, NIB general counsel and Washington attorney.

Rock Island Spots

CHICAGO, Rock Island & Pacific Railway Co., Fort Worth, has contracted for 26 one-minute transcribed announcements on KGKO, Fort Worth. Announcements which advertise Rocket travel are introduced by a long Rocket whistle blast used at intersection. Account was handled direct.

Fear of Senate Is Cited In Cancelling Hollywood Democracy Broadcast

A WORLD-WIDE democracy shortwave broadcast in which leading Hollywood film industry personalities were to have participated, has been cancelled. The pending senatorial investigation of the film and radio industries for "disseminating war propaganda" is given as reason for calling off the broadcast.

Fred Rosen, executive of shortwave station WRUL, Boston, was in Hollywood for several weeks this past month arranging details for a 60-minute program to originate Aug. 27 from Don Lee Broadcasting System studios. Charlie Chaplin, it was understood, was to m.c. the broadcast. Had the program gone through as scheduled, it would have been the greatest mass gathering of film industry personalities ever to appear on one broadcast, it was said. With the first half in English and balance in as many languages as would have been available, the program would have reached out to every corner of the world, including Nazi occupied territory.

Although details are shrouded in secrecy, it is understood participants were to give personal expressions and viewpoints on the war and democratic principles as already expressed by the United States and British governments. Although cancelled, the program idea, it was said in Hollywood, has not been entirely abandoned.

TWO BOOKS by NBC commentators have been placed on the reserve list for a November dual selection by the Book-of-the-Month Club, John Gunther's *Inside Latin America*, a Harper publication, and T. R. Ybarra's *Young Man of Caracas*, published by Ives Washburn.

THEY'LL LOOK LIKE THIS when they cover the Louisiana war maneuvers in September for WGAR, Cleveland. Here Dave Baylor wears his field outfit, consisting of two field uniforms (trousers and shirt); extra shirt; short rubber field boots; tie; drill shoes; waterproof officer's jacket; overseas cap; sun helmet; haversack; hip boots; one 37th Division insignia. The outfit, except hip boots, was purchased at an Army store in Cleveland for $28.86. WGAR will send a crew of four to the maneuvers, with Baylor in charge. Larry Shipley, assistant chief engineer, will handle technical arrangements.

Esso Marketers Start News in South America

ESSO MARKETERS, through its South American outlets and in cooperation with the staff of United Press in that country, is releasing its five-minute *Esso Reporter* broadcast to 14 stations in Chile, Argentine, Uruguay and Brazil, effective Sept. 1. UP news dispatches, translated into Spanish and Portuguese, are presented four times daily at varying times on the South American stations in the same manner in which Esso programs are presented on 18 eastern stations in the United States. Agency in charge of foreign advertising for Esso is McCann-Erickson, New York.

South American stations from which Esso Marketers have purchased time include Radio Nacional, Rio de Janeiro; Radio Record, Sao Paulo; Radio Espectador, Montevideo; Radio Agricultura, Santiago; Radio Belgrano, Buenos Aires; and the following Argentine stations of the Belgrano chain: Radio Litoral of Rosario, Radio Cordoba of Cordoba, Radio Cuyo of Mendoza, Radio Aconquija of Tucaman, Radio del Norte of Santiago del Estero, Radio General San Martin of Bahia Blanca, Radio Graffinga of San Juan, Radio Provincia of Corrientes and Radio San Rafael of Mendoza.

Army Plans Series Of Radio Meetings

Public Relations Officers to Confer on Their Problems

FOLLOWING a successful test conference for public relations officers of the First Corps Area in Boston in mid-August, the radio section of the War Department Bureau of Public Relations has indicated that it plans to hold similar conferences, probably restricted to radio, in all of the nine corps areas by mid-December.

The Boston conference, held Aug. 13, was attended by public relations officers of the First Corps Area and representatives of broadcasters and newspaper and magazine publishers. E. M. Kirby, director of the Army radio section, was speaker.

After the Maneuvers

Under tentative plans being developed by the radio section, Mr. Kirby or Bob Coleson, administrative executive of the radio section, will attend the various conferences. Although the first of the series may be held in September, it was indicated they probably would await completion of the September maneuvers in Louisiana. Some consideration also is being given to the idea of holding the conferences on a geographic basis of areas roughly equivalent to the NAB districts rather than corps areas, with the thought that may result in greater efficiency.

In addition to Mr. Kirby, who is on leave from his post as public relations director of the NAB, radio representatives at the Boston conference included Gene Stafford, WBZ, Boston; C. S. Young, WBZ general manager; Stephen J. Burke, WMUR, Manchester, N. H.; Walcott Wyllie, WHYN, Holyoke, Mass.; Henry Lundquist, WEEI, Boston; H. Harrison Flint, WOCB, Cape Cod; H. William Koster, WPRO, Providence, R. I. The conference, arranged independently by First Corps Area headquarters, was directed by Lieut. Col. W. G. Walker, assistant chief of staff, G-2, of the First Corps Area.

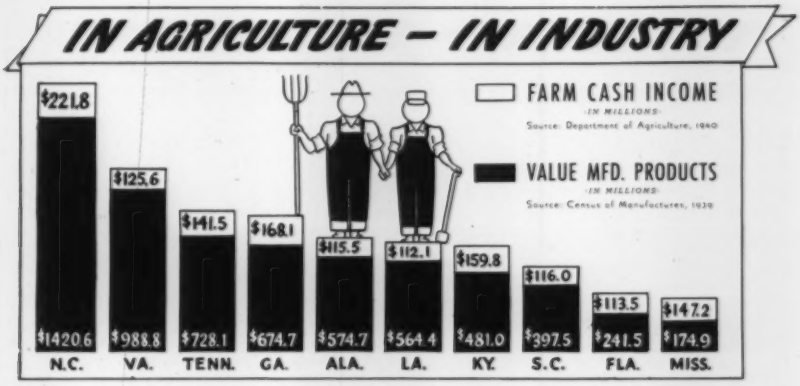
Sullivan Dropped

BROWN & WILLIAMSON TOBACCO Corp., Louisville, on Sept. 18 will discontinue its two-year sponsorship of *Paul Sullivan Reviews the News* four times weekly on CBS for Raleigh cigarettes. Program has been heard from WHAS, Louisville, and is now on 32 CBS stations, Monday through Thursday, 6:30-6:45 p.m. According to BBDO, New York, agency in charge, the company has not yet made plans to replace the news series with another program.

ROY BRANHAM ALBAUGH, partner in the Dr. Pepper Bottling Companies of Texarkana, Tex., and Little Rock, Ark., and with bakery and storage businesses in Waco, Tex., has applied to the FCC for a new local station, 250 watts on 1230 kc., in Waco.

NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE — IN INDUSTRY



WPTF in RALEIGH is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives

Ford to Sponsor Michigan Football

Present Plans Cover WXYZ, Michigan Net and WJR

WHILE final details have not yet been worked out, Ford Dealers of Michigan will sponsor the U of Michigan football games over both WXYZ and its affiliated Michigan Radio Network, and WJR, Detroit.

With Tom Harmon, former Michigan all-American star, as sports editor and play-by-play commentator for WJR, and Harry Wismer, veteran gridiron broadcaster under exclusive contract to WXYZ and MRN, details remain to be worked out as to whether the sportcasters will work as a team or alternate in the handling of the games over the dual station-network setup. McCann - Erickson, handling the account, and has not yet divulged final plans.

Pro Sponsor

H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., operating WXYZ and MRN, has announced they will carry all of the U of Michigan games, at home and away, as well as all of the games of the professional Detroit Lions, of the National Football League. Pfeiffer Brewing Co., Detroit, will sponsor the professional games.

Wismer will handle play-by-play for WXYZ and MRN and also may be heard on WJR, depending upon the determination made by the agency. Both WJR and King-Trendle, it is understood, are agreeable to working the announcers in tandem or for alternate games. WJR had announced [BROADCASTING, Aug. 18] that both Harmon and Wismer would handle the Michigan games.

Wismer came into popularity as a football broadcaster several years ago when he handled the Michigan U college games for MRN. For the past four seasons he has broadcast all of the U of Michigan games, as well as the Detroit Lion games over WJR.

This year's schedule calls for eight Michigan games, five at home and three away. The Lions' schedule calls for 13 games, 7 at home and 6 abroad. These, according to WXYZ, will be broadcast exclusively over that station and MRN.

Preceding the formal opening of the Lions season Sept. 12, when they meet the Packers at Green Bay, Wismer on Aug. 18 started a tri-weekly series of 15-minute broadcasts over MRN from the Lions' training camp at Cranbrook School, Bloomfield Hills, Mich.

WKZO Names F & P

FREE & PETERS has been appointed exclusive national representatives for WKZO, Kalamazoo, effective Sept. 1. On the same date the station, operating on 5,000 watts daytime and 1,000 watts at night on 590 kc., will open supplemental studios in Grand Rapids. A pending FCC application requests increase to 5,000 watts night time power.

McGill Beaned

PLANS of Byron McGill, sales promotion manager of KDKA, Pittsburgh, to take pictures of a recent baseball game in Washington, Pa., were unexpectedly stymied when the second baseman uncorked a wild heave into the stands that kayoed McGill. Awaking in a Washington hospital to find Lloyd Chapman, news editor of KDKA, peering anxiously at him, McGill told Chapman to save the evening from being a total loss by filming pictures of himself in the operating room being treated for a forehead cut and a badly bruised eye.

Joe Brown's Program

JOE L. BROWN, son of the movie star, Joe E. Brown, is heard thrice-weekly on WMT, Waterloo, as guest sportscaster. He has been an executive with minor league baseball clubs since an accident to his arm ended his playing days three years ago. At present he lives in Waterloo and is president of the Waterloo baseball club. He still goes out to the park to pitch in batting practice or shag flies. Last year he was business manager for the Lubbock, Tex., team.

Mr. Brown

My-T-Fine Spots

PENICK & FORD, New York, on Sept. 2 will start its fall campaign for My-T-Fine desserts using one-minute transcribed announcements five times weekly on the average on 33 stations. Campaign will run 14-17 weeks, according to BBDO, New York, agency in charge. Stations are WMCA WNEW WHN WOR WFBR WCKY WBNS WFAA WBAP KOMA WCAU WNAC WICC WTIC WLAW WCSH WGY WGBY WTAG and eight Yankee Network stations.

Seven Southern Stations Record Gridiron Series

FOR THE THIRD year WSM, Nashville, cooperating with six other stations, will present *The Pigskin Review*, a series of 12 quarter-hour recordings made on the practice fields of colleges in the Southeastern Conference. Cooperating stations are WSB, Atlanta; WREC, Memphis; WLAP, Lexington, Ky.; WRBL, Columbus, Ga.; WSGN, Birmingham; WWL, New Orleans.

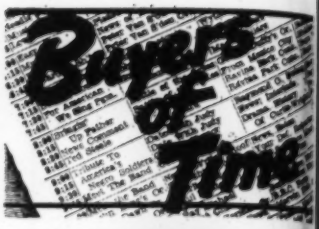
Players, coaches and sports writers are interviewed about their prospects for the season. Among sports announcers assisting are Louie Buck, Marcus Bartlett, Bill Terry, Ted Grizzard and Henry Dupre. Each station will receive a full set of 12 recordings, to be made Sept. 1 and 2 as practice begins.

Lux Returns

LEVER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 8 resumes for the eighth consecutive season *Lux Radio Theatre* on 65 CBS and 30 CBC stations, Monday, 9-10 p.m. (EDST). Cecil B. DeMille continues as director and will also handle commentary, with Sanford H. Barnett as J. Walter Thompson Co. Hollywood producer of the series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Louis Silver has been retained as musical director and Mel Ruick announcer, with Charles Forsyth in charge of sound effects. Opening program will have Ginger Rogers, George Murphy, Burgess Meredith and Alan Marshall heading the cast of Tom, Dick and Harry.

P & G Resumes Drama

PROCTER & GAMBLE Co., Cincinnati, on Sept. 6 will resume the half-hour dramatic program *Knickerbocker Playhouse* on approximately 45 NBC-Red stations, in the interest of Drene shampoo. Program will be heard on Saturdays, 8-8:30 p.m., with a repeat broadcast 11:30-12 p.m. Contract is for 39 weeks. Agency is H. W. Kastor & Sons, Chicago.



BERNARD J. PROCKTER

A VETERAN in broadcasting circles but comparatively new to the agency field is Bernard (Bernie) Prockter, now head of the station relations department of The Biow Co. Inc., New York. Bernie spent 11 years with CBS in New York starting in 1929 as assistant program director. In 1933 he became supervisor of the CBS M&O stations, in 1935 being placed in charge of the Sales Service Department. He resigned in 1941 to take the Biow post, being succeeded by Ned Midgeley, former BBDO timebuyer and radio business manager.

Handling the Bulova Watch account is a full size job in itself but Bernie Prockter also finds time to supervise the timebuying of such other Biow accounts as Phillip Morris, Eversharp, Postal Telegraph and Tootsie Rolls.

Born in Chicago in 1908, Bernie Prockter attended Wisconsin and Chicago University from 1925 to 1929, majoring in business. He played freshman basketball in college and was a champion intramural tennis player. His fraternity is Phi Sigma Delta.

Previous to his radio jobs, while still in college, Bernie hung out his advertising shingle in 1928-29 operating his own direct mail business. He married Ruth Rosenthal in 1934 and has one son, Jules. His only hobby is golf, and he shoots in the middle eighties. He is a first cousin of William S. Paley, CBS president.

Wheatena Placing

WHEATENA Corp., Rahway, N. J. (cereal), on Sept. 29 will resume its transcribed series of quarter-hour dramatizations titled *The Wheatena Playhouse*, which last year ran five times weekly on 5 stations in selected markets. First program will be a dramatization of the noval "The Rains Came" by Louis Bromfield, but the station list is not yet settled, according to the agency, Compton Adv. New York.

A BOOM IN AUTO REPAIRING

Michigan Firm Finds Program an Effective Means Of Increasing Service Business

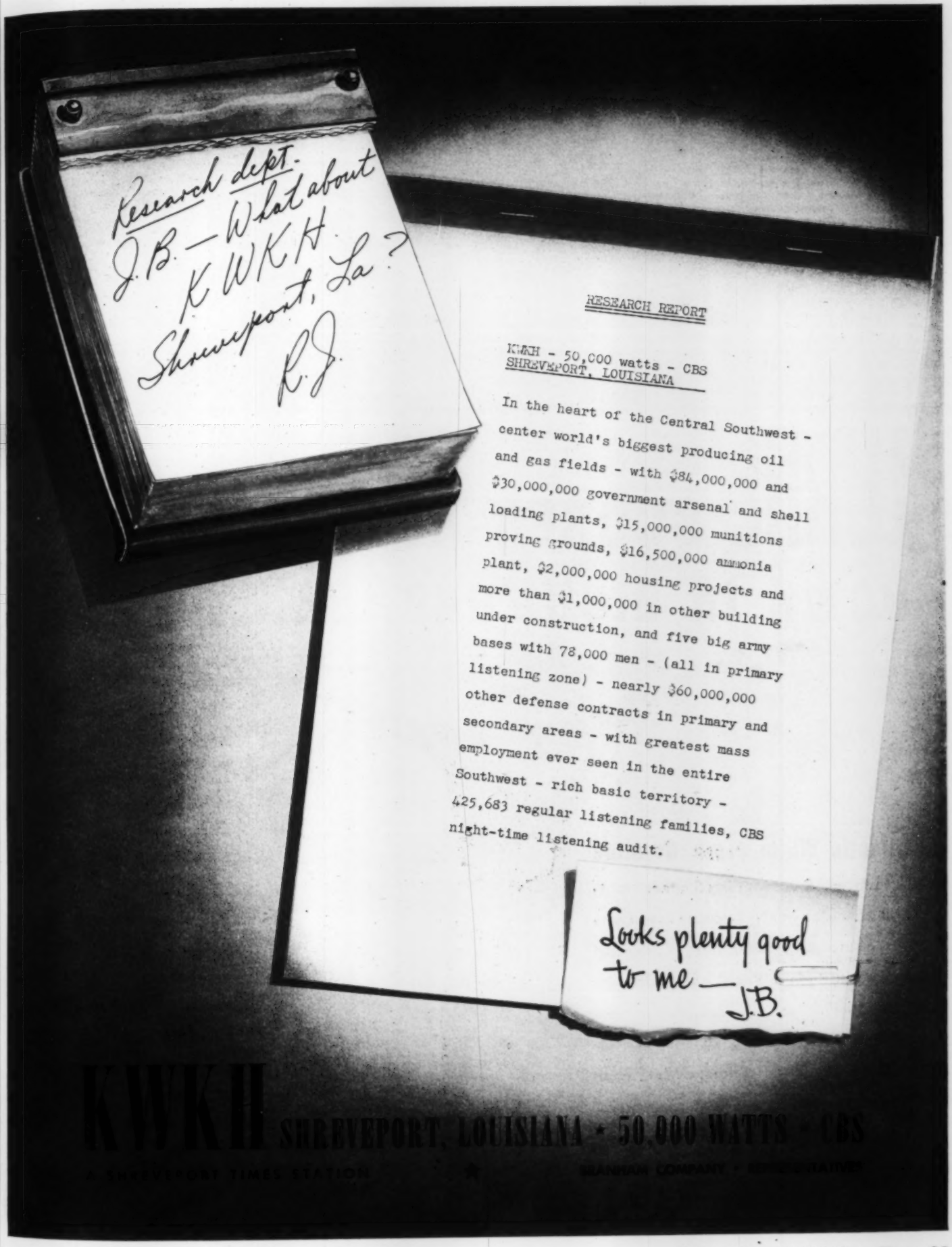
WINNINGHAM CHEVROLET Co., of Birmingham, Mich., reports labor sales on automotive repairs up 57% in the first two months on the air with a five-minute news program over WCAR, Pontiac. On April 17 the auto agency started a new program, following a brief test period, called *Win Cash With Winningham*. A cumulative unlimited cash award of $10 daily draws listeners.

At the start the announcer recited a so-called "money sentence". During the program random telephone calls are made. The first person called who can repeat the "money sentence" gets the award. If no winners turn up, the fund is added to the next day's $10. To date the highest accumulation has been $140.

Backing up the program, the agency has used newspaper space, posters and handbills and one national magazine, plus an additional five-minute program on the air. Agency owner C. C. Winningham said:

"Customer labor sales in our service department for the first three months of 1941 showed an increase of 31% compared with the same period of 1940. We started the new program April 17. The months of April and May showed an increase in customer labor sales of 57% over the like 1940 period. This gain in labor sales since the program started gave us a 42% increase in this department through the first five months of 1941."

Commercials remind car owners of service requirements they are apt to forget, and stress full facilities for repair of all cars as well as Chevrolet.


Research dept.
J.B.—What about
KWKH
Shreveport, La?
R.J.
RESEARCH REPORT
KWKH - 50,000 watts - CBS
SHREVEPORT, LOUISIANA
In the heart of the Central Southwest - center world's biggest producing oil and gas fields - with $84,000,000 and $30,000,000 government arsenal and shell loading plants, $15,000,000 munitions proving grounds, $16,500,000 ammonia plant, $2,000,000 housing projects and more than $1,000,000 in other building under construction, and five big army bases with 78,000 men - (all in primary listening zone) - nearly $60,000,000 other defense contracts in primary and secondary areas - with greatest mass employment ever seen in the entire Southwest - rich basic territory - 425,683 regular listening families, CBS night-time listening audit.
Looks plenty good to me — J.B.
KWKH
SHREVEPORT, LOUISIANA • 50,000 WATTS • CBS

Quaker Oats Resumes

QUAKER OATS Co., Chicago, on Sept. 27 resumes sponsorship of the weekly half-hour *Man on the Farm* program on WLS, Chicago, in the interests of Ful-O-Pep Poultry Feeds. Program will emanate from the Quaker experimental farm at Libertyville, Ill., and will be transcribed and presented the following Saturday on approximately 27 unselected stations. On the same date company will also start on WLS for Ful-O-Pep Dairy Feeds, *Our City Cousins*, a farm quiz program with city persons as contestants. Show will be transcribed and broadcast the following week on WOR, New York. Agency is Sherman & Marquette, Chicago.

Arvey Spot Series

ARVEY Corp., Chicago (R-V Lite glass screening), on Oct. 1 will start one-minute spot announcements three to six times a week on WLS KWTO KFAB WDGY WGR WMMN KWFT KSFO KMA. More stations will be added. First United Broadcasters, Chicago, is agency.

TO COVER the dance floor when the KFH *Radio Barn Dance* moves in on the midway of the Kansas State Fair at Hutchinson, Sept. 14-19, KFH, Wichita, is building a novel Big Red Barn (along the lines of this "architect's drawing"). Nearly 4,000 square feet of floor space will be provided. This is the second year KFH has covered the fair, carrying several broadcasts daily from studios erected at the fairgrounds, about 60 miles from Wichita.

The Other Fellow's VIEWPOINT

Re: Box Top Rebellion

EDITOR, BROADCASTING:

The lady—she is right! 100%. And it is good that feeling in the back country should receive notice in national trade publication.

Only in local or regional contests have advertisers seemingly given publicity to the outcome corresponding with original announcement of the scheme.

Seriously, there must be widespread dissatisfaction with contests as they have been run, if not actual disbelief in them. You can ascribe this to advertisers' unimaginativeness.

Contesters being people, and often very discerning and talented people, they can be articulate as anti-consumers in their home communities where it counts most.

A few months ago there was a radio program advertising for program ideas. It didn't last. But there are persons whom you couldn't hire to buy the sponsor's product again, so sorely piqued were they at the agency's failure to mail a simple acknowledgment of receipt of their prepared ideas.

Conceivably it is among the nation's contesters, nettled by advertiser's failure to do what afterward would seem the friendly thing, that support, at least in principle, is given to the anti-advertising movement.

If contest promoters have been dismissing the factor of possible dissatisfaction by saying that Americans are good sports, which they are, they should carry the argument to its logical conclusion and ask themselves: Are we, too, being good sports?

When they refuse to set up adequate machinery to acknowledge all entries, give prompt notice as to who and what won, the answer is No. Until then, contesters are going to feel that they, as individuals, were treated as merely so many pieces of mail.

HAROLD GINGRICH,
Sioux Falls, S. Dak.

Aug. 24

* * *

Houston's Stations

EDITOR, BROADCASTING:

The issue of BROADCASTING of Aug. 11 containing a list of stations which may be under common ownership or control has the following to say about Houston, Texas:

"KPRC, controlled by *Houston Post*, and KTRH, owned by *Houston Chronicle*; both newspapers said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce. KXYZ owned by M. Tilford Jones, nephew of Jesse Jones."

With reference to KPRC, it is owned by the Houston Printing Corp. One of its stockholders is the Houston Post Co. None of the officers or directors of either of the above companies are stockholders of any companies in any way interested in any of the other radio stations in Houston.

May we request that you be kind enough to publish this letter, or make a statement in your magazine to this effect.

E. O. SYKES,
Attorney, for Houston Printing Corp.,
Washington.

Aug. 27.

WRNL SCORES AGAIN!
DOWN IN RICHMOND, VA.

Atlantic White Flash Gasoline

has placed 10 outstanding Southern football games on WRNL because they know the outstanding radio buy in the rich Richmond Radius! WRNL *the* Sport Station here? Yes . . . ask Adam Hat "Sports Parade" . . . Gillette "Cavalcade of Sports" . . . Atlantic White Flash "Baseball Games" . . . or sponsors of our year 'round daily sports broadcasts. Or ask

EDWARD PETRY & COMPANY, INC., *National Representatives*

Sales through the air
WING
Dayton, Ohio
5,000 WATTS
Day and Night
NBC RED & BLUE
National Representatives
PAUL RAYMER CO.
buy WING—get WIZE (BONUS STATION)
DAYTON, O. SPRINGFIELD, O.

Ownership Swaps

(Continued from page 12)

been that any doubt should be resolved in favor of the Commission and that such interests should make an appearance at the Oct. 6 arguments.

Unfavorable reaction to suggestions of removal of second stations from existing markets has resulted largely from the view that technical clearance would be extremely difficult in desirable markets. Moreover, it was reported that a station attempting to move from one primary area to another would collide with heavy competition, lack of available network outlets and almost certain loss of money for an indefinite period.

Whether any attempt will be made prior to the Oct. 6 hearing to enjoin the Commission from proceeding, on the ground that no authority exists under the statute, appeared to be in doubt. Several attorneys indicated such a move was possible but presumably no definite plans had been completed.

Barnard to BBDO

LYNN BARNARD, formerly time buyer of Morse International, New York, and assistant to Richard Nicholls, Morse radio director, in buying the Vick Chemical Co. radio campaign for this fall, on Sept. 1 joined BBDO as assistant to Carroll Newton, business manager of the radio department. Mr. Barnard replaces Joseph Hornsby who has joined the U. S. Navy.

NOW THEY LOOK LIKE THIS

See page 12

PHOTOGRAPHS ON PAGE 12 in same (l to r) order shows: **1. Royal Alderman,** McCann-Erickson v.p. in charge of its Cleveland branch, now on leave of absence and back in active duty with the Army; a captain, he is at present with the War Dept. Bureau of Public Relations. During the last war he served two years with the 37th Division, Ohio National Guard, one year in France and Belgium where he took part in the Meuse-Argonne and Ypres-Lyes offensives. **2. Emmons C. Carlson,** advertising and sales promotion manager of the NBC Central Division, who served overseas as a second lieutenant with the Ordnance Dept., A.E.F., mostly at Chaumont, France. **3. Peirce L. Romaine,** of the New York staff of Paul H. Raymer Co., who attended Officers Training School at Camp Devens and Camp Zachary Taylor in 1918, got his lieutenancy just as the Armistice was signed.

Two Years of War

RADIO'S PART in covering the European war as well as defense activities in this country will be demonstrated on a special hour program on NBC-Blue Sept. 3, date of the second anniversary of the outbreak of the war.

PABST SALES Co., Chicago (beer) will sponsor broadcasts of all games this fall of the New York Giants professional football team on WHN, New York. Dick Fishell will handle the play-by-play and Bert Lee will give the color commentary. Agency is Lord & Thomas.

LEMASURIER HEADS REGIONAL OUTLET

A DUAL GRANT, unique in broadcast annals, was authorized by the FCC Aug. 22, with the award of a new regional station in Grand Forks, N. D. to Dalton LeMasurier, who is also operator of KDAL, Duluth. The new station will operate all but two hours a day on 1440 kc. with 500 watts night and 1,000 watts local sunset, with the present KFJM, operated by U of North Dakota, relinquishing all but the two hours daily.

The decision came following filing last February of a mutual agreement between the University and Mr. LeMasurier, who has been general manager of the college station, a commercially operated outlet. KFJM simultaneously filed for modification of license to change its hours of operation from unlimited to specified, using similar facilities.

School Relinquishes Time

The FCC granted the joint petition to reconsider and grant without hearing the application of KFJM for renewal of license and for modification of license to change operating time from unlimited to two hours a day, from 3 to 5 p.m. Simultaneously, it granted the application of Mr. LeMasurier to operate the station all but the two hours used by the university. Mr. LeMasurier will sever all connections with KFJM and the new station will in no way be connected with the university. Paul M. Segal, Washington attorney, represented both the university and Mr. LeMasurier in the transaction.

ON JANUARY 1, 1941 ST LOUIS **KWK** WENT

EXCLUSIVELY MUTUAL. . . ASK YOUR RAYMER

REPRESENTATIVE TO SHOW YOU EVIDENCE

THAT **KWK** IS A BETTER BUY THAN EVER.

Drastic Drop in Radio Set Production Is Seen Despite Lifting of Plastic Ban

DESPITE action of the Office of Production Management last Wednesday in removing a blanket ban on the use of plastic cases for radio receivers, the priorities situation continues to point more and more certainly toward drastically reduced radio manufacture during the coming year, with a cut of as much as 70% looked for in some quarters.

Although efforts are being made by both OPM and the Office of Price Administration & Civilian Supply, headed by Leon Henderson, to clear the way to enough manufacturing materials to at least supply radio parts for maintenance and repair of existing equipment, it is admitted by both agencies that actually securing these supplies is going to be an increasingly difficult matter.

Monthly Quotas

Following conferences between OPM and Radio Manufacturers Assn. representatives last Tuesday, OPM the following day announced that radio receivers had been removed from the list of manufactures completely banned from the use of plastic materials. It is understood OPM has approved a plan under which manufacturers would be allowed to supply 75% of the orders for plastic radio cabinets during September, with allocations for succeeding months indefinite.

On the transmitter manufacturing side the picture of the future is much like that for receivers. While OPM and OPACS have given a "communications preference rating" for repair and maintenance materials to insure the continued operation of existing equipment, the materials situation is tight and growing tighter for new construction. Steel for radio towers, for instance, has been hard to get, and manufacturers avoid guaranteeing delivery by a specified time. A similar situation has developed for the other metals used in construction of the transmitter itself—nickel, copper, aluminum and others.

Indicative of the problem faced by all manufacturers of goods for civilian consumption was a series of broad rules and regulations issued last Thursday by E. R. Stettinius Jr., Director of the OPM Priorities Division. The most important provision of the new basic document — Priorities Regulation No. 1—requires all manufacturers and producers to accept defense orders, with a few specific limitations, even if acceptance of these orders will prevent or delay deliveries on non-defense orders or defense orders with lower preference ratings. The requirement applies to all manufacturers, producers, distributors and dealers, in whatever category, Mr. Stettinius explained.

Further Curtailment

Under this general framework for priorities compliance, it is thought likely the production of non-defense radio equipment may be further curtailed. Apart from a shortage of skilled labor, reported by many manufacturers, the new OPM regulations further emphasize that defense production will be stepped up, regardless of effect on civilian production, and that all available labor that can do a defense production job will be used in that type of work.

However, it is observed, the specific effect of the regulation will not be felt so sharply in radio with the present tight supply of manufacturing materials as it would be were there a greater available supply of aluminum, nickel, steel and other critical materials.

Although OPACS on Aug. 22 moved to keep the nation's 50,000,000 receivers in operation, by recommending that the highest civilian priorities rating — B-1 — be given to critical metals used in manufacturing radio tubes and electrolytic capacitators for replacement purposes, it was uncertain that the recommendation would have any practical effect. It was pointed out that great confusion exists between OPACS which recommends certain treatment for civilian needs, and OPM which actually authorizes the treatment. OPM takes the position that if materials needed to comply with the OPACS's recommendation are not available beyond defense needs, they just are not there, and no OPM order to make them available would do so without interfering with the all-out defense program.

On July 29 Mr. Stettinius announced a program to make available a limited supply of aluminum for the manufacture and maintenance of radio sets for civilian use [BROADCASTING, Aug. 4]. However, the OPACS's recommendation on radio tubes is the only one of its kind, covering materials of all sorts for "maintenance and repair". No such recommendation on a "maintenance and repair" basis has been made for radio sets as a whole, and conceivably a situation could occur in which replacement tubes would be available but no replacement condensers or other integral apparatus. In fact, radio sets have been specifically excepted from "maintenance and repair" recommendations.

Better Marketing

Another defense production development, Government control over installment buying, which went into effect Sept. 1, probably will have a beneficial rather than detrimental effect for radio retailers in that it may eliminate a lot of "gyp" competition and generally improve the condition of their accounts.

The communications manufacturing industry also is engaging in a program of subcontracting on Army and Navy and lend-lease defense radio equipment, under which the five major radio manufacturing companies—Bendix, General Electric, Westinghouse, Western Electric and RCA Mfg. Co.—are not only subcontracting parts but also are transferring production of complete assemblies to scores of smaller concerns in the field. The "big five" will act under this program as "prime contractors", being responsible for results.

Western Electric Co., New York, currently producing radio and telephone equipment for the armed forces, has farmed out more than $16,000,000, or 40% of its purchase orders from the Government, which total $37,000,000 to date. Of that total the largest single contract is for $17,000,000 worth of radio equipment, of which WE has sublet contracts in excess of $10,000,000, consisting of some 1,400 purchase orders on 250 different suppliers in 14 different States.

RADIO SET SHORTAGE
Dun & Bradstreet Forecasts Further Difficulty

WITH radio advertising showing a faster rate of growth than any other major media, and a news-hungry public growing more and more eager to follow latest war development, sales of radio receivers during the first half of 1941 have soared to new highs, according to a survey conducted by Dun & Bradstreet, New York. Retail sales of radio receivers, after setting an all-time record for unit volume in 1940, were running about 20% ahead of last year during the first six months of 1941, the survey indicated.

The expanding demand has outpaced production, and dealers have been finding it increasingly difficulty to secure merchandise, with manufacturers forced to allot supplies to distributors on the basis of past orders, it was observed. Delivery dates have been pushed further and further ahead, the report stated, and backlogs of unfilled orders have piled up at factories. Retail sales of receivers in 1940 totaled 11,750,000 sets, 12% above the 1939 peak of 10,538,000, reported by *Radio Today*. Dollar volume, reflecting lower unit prices, did not reach 1937 level, although it exceeded both 1938 and 1939.

AHOY, MATES— YOU CAN DROP ANCHOR (Ky.)!

As one salt to another, you don't need Anchor (Ky.) and such-like "towns" to make a big sales splash in this here State! Just set your course for the bounding Louisville Trading Area, which alone accounts for 54% of Kentucky's retail sales! With WAVE at the tiller, it's clear *sale*-ing all the way—complete coverage, low cost, and a *listening* audience (we're the only NBC Basic Red station within 100 miles!)! May we help you chart a profitable course?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC. National Representatives

ALL FORMS of advertising media are symbolized by the photographic murals in the newly-decorated offices of John C. Dowd Inc., Boston advertising agency. C. H. Masse, sales representative of WBZ-WBZA, Boston-Springfield (left), confers here with Agency President John C. Dowd virtually in the shadow of a blown-up portrait of the 50 kw. WBZ antenna tower at Hull, Mass.

MEMO To Advertisers:

Southern Colorado

LISTENS to its OWN ONLY CBS STATION

Southern Colorado listeners get complete listening satisfaction from KVOR, their home station. The strength of the CBS program schedule and its broad, interesting, helpful service to this area is the favorite of its immediate home folk.

Best selling results in Southern Colorado come from sales efforts originating within this area . . . on KVOR, the station closest to home and best able to make your radio advertising pay out.

KVOR COLORADO SPRINGS

CBS NETWORK • 1000 WATTS • FULL TIME

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND TIMES ★ THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY ★ KLZ, DENVER *(Affiliated Management)*
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

"Saturday's Child..."

. . . and so do Saturday Morning Programs — on NBC RED. Here's how Shinola proved it and profited.

Remember the old tune that went: "NOBODY listens to the radio on Saturday mornings"?

Hecker Products Corporation heard it back in March, 1940—and didn't believe it! They knew that people bought more food and groceries on Saturdays than on any other day of the week... and decided they'd like to talk to them *just before* they bought!

So Hecker started to advertise Shinola Shoe Dressings on Saturday mornings on NBC RED—the network most people listen to most. They chose a half-hour dramatized program, a program of *evening* calibre, "Lincoln Highway."

. . WORKS FOR A LIVING!"

Here's what happened . . .

C. A. B. RATING DOUBLED AND REDOUBLED! In little more than six months, "Lincoln Highway's" audience had doubled. Nine months later, *that* record had doubled!

SALES INCREASE 20 to 25%. ". . . For the past several months," writes J. B. Forsyth, General Manager of Hecker's Shoe Polish Division, "our different types of polish under the Shinola name have registered consistent gains of 20 to 25 per cent ahead of last year. In large part, *we attribute this to the sales response to 'Lincoln Highway'.*"

CONTRACT RENEWED. At the end of a full year, contract was signed for another full year on NBC RED.

...AND 14 NEW STATIONS ADDED. With the addition of 14 *new* stations to the network last May, Shinola's "Lincoln Highway" is now heard over 75 stations of NBC RED

—and here's WHY it happened!

1. Over 80% of U. S. radio families are "reachable" by radio during any Saturday morning half-hour. You get "evening type" audiences at daytime rates!
2. On Saturdays people have more cash to spend than any other day in the week.
3. More than 40% of *all* groceries are bought on Saturdays . . . and 69% of all Saturday's grocery sales are made *after* noon!

This particular story happens to cover Saturday mornings. But the same thing is equally true on Sunday...or Thursday...or *any* other day or night in the week—namely, *any time is good time on NBC RED!*

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

WHAT HOOPER FOUND—IN 29 CITIES

1747 homes, in 29 cities, were phoned by Hooper investigators, the week of February 23, 1941. From the responses of 312 verified listeners, and 542 verified non-listeners, Hooper found 65% greater use of Shinola among the "Lincoln Highway" audience—an increase clearly traceable to radio alone. Question was: "What brand of Shoe Polish is used in your home?" Tally: SHINOLA was mentioned by 62% of the *listeners*...and by only 37% of the *non-listeners!*

NBC Red NETWORK

THE NETWORK *MOST* PEOPLE LISTEN TO *MOST*

WJR
50,000 WATTS
DETROIT
CBS
WJR, the Goodwill Station, is Michigan's greatest advertising medium
Ask and Law, Petry office for more information about WJR, one of the seventeen CBS major unit stations

NBC Adds 14 More In Central America

Total of 35 Affiliates Will Join 21-Station Mexican Net

ADDITION of 14 stations, six longwave and eight shortwave, located in six Central American republics to NBC's Pan American network was announced last week by Frank E. Mullen, vice-president and general manager of NBC. Following the earlier announcement of the affiliation of a 21-station Mexican network [BROADCASTING, Aug. 25], this new extension gives a total of 35 affiliates, assuring complete shortwave coverage of all Central American countries by NBC's International Division, the network announcement states.

New Pan American stations are: Longwave, TIPG, San Jose, Costa Rica; HOK, Colon, Panama; YSS, San Salvador, El Salvador; YNPH, Managua, Nicaragua; TGW, Guatemala City; HRN, Tegucigalpa, Honduras. Shortwave, YSM. YSD, HUB, San Salvador; YNRS, Managua; TGWB, TGWC, Guatemala City; and unidentified shortwave stations in San Jose and Colon.

Arranged by Royal

These affiliations were arranged by John F. Royal, NBC vice-president in charge of international relations, who is currently on a 20,000-mile air tour of all Latin American countries. He phoned the news to Mr. Mullen from Mexico City, where he had flown to rejoin Charles W. Horn, assistant vice-president of the department, who had represented NBC in signing contracts for the Mexican network.

John W. Elwood, general manager of NBC's International Division, described the affiliation of these Latin American stations as meaning "that a vast radio audience of 28,000,000 people in Mexico and Central America, through their own stations, today can be served with the best programs of both our Red and Blue networks, including programs specifically built for this audience by our International Division."

He said that the new contracts enable the Latin American affiliates to pick up and rebroadcast sustaining programs without any charge to them and that they also make it possible for American firms doing business in Latin America to have definite outlets for the rebroadcasting of their programs.

Norwich Sales Up

NORWICH PHARMACAL Co., Norwich, N. Y., which has been sponsoring for 13 weeks the *What Burns You Up* program with Frances Scott on the Yankee Network, on Sept. 6 is renewing the program in view of increased sales of its products Unguentine and Pepto-Bismol. Basch Radio Productions, New York, produces the Saturday 6:30-7 p.m. program, and the agency is Lawrence C. Gumbinner Adv. Agency, New York.

EXCITEMENT APLENTY for Canadian Broadcasting Corp. office and equipment in Great Britain is evidenced by tales and pictures like these brought back recently by members of the CBC Overseas Unit. At top is a British Broadcasting Corp. mobile recording unit after a London raid early this summer. At left are two members of the CBC Overseas Unit, now back in Canada, as they appeared with a CBC mobile unit over there — (l to r) Bob Bowman, CBC special events chief, and Art Holmes, now an engineer at CBY, Toronto.

Frantic Preparation Needed in Orient For Broadcasts to the United States

ALTHOUGH American listeners realize pretty well the censorship difficulties encountered in Europe by correspondents of the major networks when they wish to put through a broadcast to America, little attention has been paid to the Orient and the terrific confusion broadcasting representatives have to combat over there.

Melville J. Jacoby, NBC representative in Chungking, China, in two letters to A. A. Schechter, NBC's director of news and special events, seems to have told the story pretty clearly.

That's Chungking

"Getting a broadcast off from here is really a story," Jacoby writes, taking "this morning's 4½-minute affair" for an example. "You ride for hours in rickshaws, ferry boats, etc. and there are no telephones. Getting out to another studio (the main one is out of commission) is a matter of wangling a car, then five gallons of gasoline, getting a sleeping soldier out of the car and the driver out of bed.

"Then you get to the studio out in the country and find all the engineers arguing about what GMT means to Chungking. Finally you are ready to start talking and you find some coolie has swept your papers off the desk and you have to dash out a minute before program time to find them. During the broadcast, the coolie holding the lamp over your head so you can read starts mumbling. That's Chungking. . . ."

In speaking of the air raids, Jacoby writes "telegraph lines are usually down for hours. That means no delivery—unless we are lucky to have cables routed from Manila to Chungking direct. Also during alarms (sometimes lasting 8 hours), no receiving station will accept messages. Besides this there is the usual after-bombing confusion."

48 Hours Effort

Describing an attempted broadcast, which failed to materialize, Jacoby tells of working 48 hours, running across the city and back between raiding planes, and with a completed story, dashing to the Chengtu station via rickshaw at 4 a.m. "We were scheduled to meet Chungking (XGOY) at 6 a.m. and stand by for the program which was to out at 6:45 a.m. our time. At 6 a coolie appeared at the station, at 6:10 someone else. I ranted and raved about contacting Chungking to no avail. No one seemed to know about the program. Finally I aroused the station director and he said it was too early to broadcast to America and just yawned. Then the governor's aide arrived and he said he came late because he knew I couldn't get through to the U. S. anyway.

"All this after I had carefully explained in detail just what was happening and we had staged a dress rehearsal the day before—even to checking clocks which is an unusual practice in this fair land. In the meantime Chungking and I presume, RCA had been standing by. The Chungking announcer calling us got so mad, he spluttered."

Three City Outlets Had Profit in 1940

Study of Municipal Stations Covers Operating Data

THREE of the five municipally-owned and operated radio stations in the United States reported a profit for 1940, according to a survey made by the International City Managers Assn. under the direction of David Rowlands, research assistant.

The report, which appeared in the July issue of *Public Management*, lists WRR, Dallas; WJAX, Jacksonville, and WSUN, St. Petersburg, as operating at profit. WCAM, Camden, did not submit a financial statement, while WNYC, New York, does not sell time for commercial use.

Profit in Dallas

Gross income of WRR, Dallas, which devotes half of its time to sponsored programs, was approximately $141,441 as compared with operating expenses of $97,692, it was shown. After deduction of commissions, net profit amounted to $20,000, which was used for improvement of facilities and installation of two-way radio communication systems in fire and police departments.

WJAX reported operating expenses of $77,336 against a gross income of $106,039. The surplus was used to improve the station's facilities.

Gross income of WSUN, St. Petersburg, exceeded operating expenses of $56,888 by $20,078. The station devotes one-third of its time to commercial programs and the profit was credited to the general city fund.

WNYC, the only municipally operated station in the country which does not sell time, reported an operating expense of $110,000 which was paid out of the city treasury.

The report points out there has not been a city-owned and operated AM radio station established since 1927. Of the eight cities which established stations between 1921 and 1927, three have discontinued operation—in Atlantic City, Pensacola and Fort Morgan, Col.

Macy-WBNX Swap

COOPERATING with the R. H. Macy & Co. department store, WBNX, New York, has inaugurated *All Through the Night*, a 12-2 a. m. recorded show, in which Macy supplies all the records in return for plugs of the store's record department. Program is a request show handled by Art Ford.

SOUTH CAROLINA'S No. 1 Market

FIRST IN—
- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY
WFBC-GREENVILLE
HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION
NATIONAL REPRESENTATIVE - WEED & CO.

AMOS 'N' ANDY LEAD
Sponsor Association 86.2%
Survey Discloses

RADIO's old favorites, *Amos 'n' Andy*, were correctly associated with their sponsor—the Campbell Soup Co.—by a larger percentage of women listeners than were able to identify 12 other programs, according to a survey conducted by Dr. Harry Deane Wolfe, director of the bureau of business research at Kent State U, Kent, O.

Over 2,400 middle income urban and rural housewives in Northeastern Ohio were interviewed in the survey. Of this number, 2,078 — 86.2% — associated *Amos 'n' Andy* correctly. Other findings of the survey indicate that more women were influenced by radio advertising than by any other advertising medium in their purchases of gelatin dessert, canned soup, dry cereals, cooking cereal, toothpaste, toothpowder, all-purpose shortening, toilet soap, flake washing machine soap, granulated washing soap, all-purpose cake soap and fine laundry flakes. Recommendation of friends weighed more heavily in the purchase of coffee and cleaning soap than advertising media.

Other programs studied and the percentages of correct identification with sponsors follows:

Jack Benny	85.0%
Charlie McCarthy	74.6
Jack Armstrong	61.1
Ma Perkins	56.6
Fanny Brice	56.0
Bob Hope	49.9
Eddie Cantor	37.3
Aldrich Family	25.9
Hill Top House	21.5
Grand Central Station	12.1
Meet Mr. Meek	10.8
Young Dr. Malone	6.8

Kentucky Project

SECOND annual radio training institute of the Kentucky WPA recreation project will be held in conjunction with U of Kentucky Sept. 2-6, on the university campus. In charge will be Ben Russak, state radio specialist, and Mrs. Lolo Robinson, U of Kentucky. In addition to the training staff a dozen recreation leaders and a number of university students, selected by E. G. Sulzer, Kentucky U radio director, will be present. A limited number of other students will participate. Mr. Russak's consulting staff will consist of Mr. Sulzer; Mrs. Robinson, and William Yount, chief engineer.

KINY
"The Friendly Voice of the Capital"

"Hey Fellows!"
A recent survey shows that nine out of fifteen of the major Alaska cities say KINY is received best.
Executive Offices Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.
Juneau-Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

Today, Memphis is the thirtieth (30th) largest city in the United States, with a wholesale trade volume that ranks twentieth out of ninety eight cities.

It is this wholesale sale volume that makes the Memphis Market real news . . . interesting news for any advertiser. For the wholesale sales in Memphis and the Mid-South total over one billion dollars!

THE MEMPHIS MARKET
• World's largest Cotton Market
• World's largest hardwood lumber Market
• World's largest producer cottonseed products

With cotton selling higher than it has in a score of years, this world's largest cotton market will have plenty of people with plenty of money this fall. And they all listen to WMC, the pioneer radio station of Memphis and the Mid South.

Want to hear more?

5,000 Watts Day
1,000 Watts Night

WMC
NBC RED NETWORK

MEMPHIS, TENN.

THE Billion Dollar MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

THE COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
WJDX—JACKSON, MISS.
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Vacations Do Things!

LAST WEEK was epoch-making for radio: Nary a crisis arose!

Of course a couple of dozen hangovers remain, such as chain-monopoly regulations multiple-ownership-overlapping service ban, war, copyright, discriminatory taxes, newspaper divorcement, wash-board dramas, and sundry other trifling matters, any one of which, if invoked as originally contrived, would cut the heart and liver out of commercial broadcasting.

There wasn't a new crisis because the FCC was in recess. Only Commissioner T. A. M. Craven was in Washington, and he isn't obsessed with giant-killer instincts, being a practical sort of gentleman who is old-fashioned enough to believe private enterprise has a place in public service.

Action resumes, however, this week. The siesta will be over, and things will happen. But they *can* happen on the credit side of the ledger for a change.

Vacations do things for people. They provide the opportunity to relax and commune with their Maker. They let them reflect on the past, and perhaps do a job of clearer thinking ahead. Five of the FCC's six members have had that opportunity during the past few weeks.

Let's dissect the most pressing of the several white-hot issues which must be appraised by the FCC when it reconvenes. The chain-monopoly rules had been right up against the buzzsaw of a Sept. 16 effective date, until Comdr. Craven last Thursday scheduled oral arguments on Sept. 12, automatically bringing about a postponement. This followed a rupture early last month in negotiations between Chairman Fly and the heads of the three major networks. Until the postponement developed, a really ugly situation had existed. The Commission up to that point had stubbornly insisted that the networks knuckle down and accept the regulations, or else.

But members of the Commission have had time to reflect. They must have appreciated the seriousness of those rules when important men like CBS President William S. Paley and NBC President Niles Trammell, as well as MBS representatives, day after day during Washington's sweltering heat, conferred and counselled in an effort to work out an acceptable compromise. That after they had religiously attended and participated in protracted hearings before the Senate Interstate Commerce Committee on the White Resolution designed to prevent the FCC from running riot. The FCC must have realized that if the rules as written were permitted to stand and any substantial number of affiliates pulled the plug on the networks, the public would have done something more than a disservice. For the first time Mr. John Q. Citizen would have been brought into the picture. And the wrath of millions of listeners would have descended upon the FCC.

There is still too much heat in this situation, to mention only one of the several crusades unleashed by the FCC. And there is too much at stake. It's risky to gamble with so vital a public service, particularly in these grim days. We'd like to see a moratorium on crises in radio at least until those now on the fire are out of the way.

Strictly a Luxury

SO RADIO CAN'T sell luxuries!

If you're still an addict to that favorite chant of competing media, there's one quick cure and it can be found on page 14.

It's a story that needs repeating now and then, this power of radio to sell items strictly in the luxury class. And nobody will dispute the claim that motor boats are a luxury. At Higgins Industries Inc., New Orleans, the world's largest builders of commercial motor boats, they base all their promotion on the thesis that the product belongs in the luxury class.

That's why Higgins uses *Fortune* and *Spur* along with yachting journals when it advertises its boats. Moreover, that's the very reason Higgins uses radio. For the firm discovered accidentally that radio could sell its luxury product. Since that happy day Higgins has been using two well-programmed campaigns, and will soon launch a third.

It's boats may be a luxury for the public, but radio is no luxury for Higgins. It's a necessity.

In 1950 What?

AT THIS writing it looks as though NBC will make its peace with ASCAP. With that accomplished, it won't be long until CBS, due to competitive effect, will find it expedient to follow suit. MBS already is in line, having consummated its deal last May. And, of course, it will be up to affiliates and independents not yet signed to decide for themselves whether they will accept the ASCAP proposition.

Without arguing the merits of the NBC-ASCAP proposal, admittedly better than that procured by MBS, we believe a glance at copyright history, as well as a peer into the future, might prove edifying. The contract offered networks and stations is for nine years. These questions logically arise:

Will BMI, which made the present ASCAP deal possible and which introduced competition in the music performance field, be in existence in 1950?

Will ASCAP again be omnipotent in 1950 so that it can dictate the price to be paid just as it did in 1932 and 1935?

Will broadcasters, in accepting the proposal currently offered, be sacrificing the principle of free competition for immediate dollars?

Will the independent composer from Podunk who is responsible for most of the hit tunes of today (nearly all BMI) be on the air?

Will network and transcription programs be cleared at the source nine years hence?

Will broadcasters go for the blanket license theory because it's cheaper *now* and forget all about the per use formula, which entails the maintenance of music libraries and indexes?

The station owner who for the last decade has fought the copyright battle best knows the answers. We pose these queries because we can't forget the oft-repeated statement of Gene Buck, venerated ASCAP president, at the outset of the contract renewal battle that the broadcasters will in the long run pay every penny of the costs to ASCAP, with interest. If the industry doesn't watch its step now Mr. Buck may make good that boast in 1950.

The RADIO BOOK SHELF

BASIC information about advertising is reviewed in *Effective Advertising*, by Harry Walker Hepner, Associate Professor of Psychology, College of Business Administration, Syracuse University [McGraw-Hill, New York, $4]. It is designed for use as a basic text for the first year course in advertising. Elaborately illustrated, the book contains sections covering the advertising industry; the consumer; the product; the media; the advertisement; testing and coordinating advertising. The 18-page chapter devoted to radio briefly sketches some of the advantages and disadvantages of the medium, quoting from some of the current literature on the subject. Teacher's manual and student's workbook are available.

DESIGNED as an aid in the production of radio plays and the organization of radio dramatic clubs, a manual titled *Radio Production for Recreation* has been produced for the Kentucky Recreation Project at Louisville by Ben Russak. The manual contains suggestions for organizing radio clubs, for maintaining station relationships and for adequate radio training. It includes an introduction by Elmer G. Sulzer, U of Kentucky radio director. Copies are available on a loan basis from the Script and Transcription Exchange, U. S. Office of Education, Washington.

REPRINTING a chapter from the *Journal of Consulting Psychology*, Dr. Frank Stanton, Ph.D., CBS director of research, has issued a booklet entitled *Problems of Sampling in Market Research* in which the subject of proper sampling in market research is discussed with an explanation of the methods used by the various research organizations.

We Pay Our Respects To —

JOHN HIBBETT DeWITT Jr.

RADIO is the all-consuming career of Jack DeWitt, just turned 35.

Born John Hibbett DeWitt Jr. on Feb. 20, 1906, the son of a judge of the Tennessee Court of Appeals, Jack became a wireless addict while still in short pants, even before he entered Duncan Preparatory School in Nashville. His higher education included attendance at the engineering school of both Vanderbilt and the U of Tennessee. But he seems never to have allowed formal schooling to interfere with his interest in radio.

His first venture into the commercial realm of the industry came in 1922, when as a lad of 16 he built and installed Ward-Belmont's station, WDAA, Nashville's first broadcast facility. Although engrossed in these efforts, he managed to carry on prep school work and even enter college in 1924. But a still more absorbing project presented itself in 1925 when the National Life & Accident Insurance Co. installed its 1,000-watt transmitter for WSM, Nashville. Jack was made inspector of materials during construction. When the first program took the air, he manned the controls.

Now chief engineer for WSM, it would be logical to assume that Jack just grew into the job from this beginning. However, after a year with WSM, he went back to school, this time to Tennessee U.

But once again electrical engineering, or the academic pursuit of it, lost out, for in 1929 Jack left school for good to take an assignment in the radio development department of Bell Laboratories. In 1931 he was loaned to National Life to testify in the "high power" hearings of that day, and the next year he left Bell Labs to become chief engineer of the new 50 kw. WSM.

A list of Jack DeWitt's technical accomplishments is a bewildering array for a young fellow. While at Bell Labs he developed the first crystal-controlled oscillator meeting the revised requirements of the FCC. The principle is still used. Also he took part in the development of synchronizing motors as applied to synchronized broadcasting, a principle recently adapted to FM.

As advisor in the installation of WSM's 50 kw. plant, Jack was chief advocate of the then new vertical radiator — WSM constructed the 878-foot Goliath that is claimed today as America's tallest radio tower. And the vertical radiator appears to be here to stay.

In his job as chief engineer of WSM, Jack didn't relax his natural inquisitiveness into what makes radio tick. Among his works is a patented feed-back system that allows transmitters to use AC current in their filament supply — a method used in many of the large transmitters now on the air. He also worked out a system of static measurement which has proved of great value in computing the coverage of a radio transmitter during any given season. And one of his most recent achievements is an electro-mechanical calculator which can be used in solving the high involved equations of directional antennas, employing any number of elements.

Jack's friends throughout the industry are many, and his face is familiar wherever radio men gather. He is past chairman of the engineering committee of NAB, and is now chairman of the clear channel engineering committee. In 1935 he was coordinator for the FCC allocation survey for the Southern District. He was in Havana in 1937, representing WSM during preparation of the famed Havana Treaty, which brought about broadcasting's recent reallocation. He is widely known also as a consulting engineer, handling field work for the recently organized firm of Ring & Clark.

Jack DeWitt built and installed one of the nation's first ultra-high frequency AM transmitters, which was operated experimentally by WSM until recently, when it gave way to W47NV, WSM's FM adjunct, called America's first commercial FM transmitter. This "first" was made possible because Jack and the engineers working under him actually made parts which could not have been delivered by manufacturers for months.

The antenna system for W47NV is another DeWitt innovation — it consists of folded elements, actually buckled around the top of the WSM vertical radiator. The antenna and the feed system are so constructed that both WSM and W47NV can operate normally without interfering with each other. The generating system first used in W47NV has been adapted for use in many new FM transmitters.

In April, 1929, Jack married Ann Elise Martin. They have one son, John H. III, born in 1934. Jack is a member of Phi Delta Theta fraternity and the Institute of Radio Engineers.

Maybe it's hard to believe that a man who works so intensively at radio has an outside hobby, but Jack has been something of an astronomer since he was 26, when he and his brother built an observatory which stands today as one of the best in Nashville. And when he isn't tearing apart a radio station to put it back together again, or discussing the stars with a visiting astronomer, he and Mrs. DeWitt usually can be found with a group of friends in the living room of their hilltop home, listening to Wagner or Brahms pouring out of a tremendous loudspeaker around which the house was built.

Radio is the only business with Jack De Witt. He hasn't found time for anything else—yet!

Personal NOTES

MAJ. LENOX R. LOHR, former president of the NBC and now president of the American Museum of Science & Industry, Chicago, visited KOA, Denver, enroute to a fishing spot in the Rockies.

HAROLD ESSEX, sales manager of WSJS, Winston-Salem, N. C., has been named chairman of the publicity committee for the C of C tobacco market campaign.

LIEUT. BIRNEY IMES Jr., owner of WCBI, Columbus, Miss., has been assigned to Brooks Field, San Antonio, as an artillery observer in the Air Corps.

BEN McGLASHAN and Calvin Smith, general managers of KGFJ and KFAC, Los Angeles, respectively, recently piloted civilian open cockpit training planes from Chicago to the West Coast.

JAMES F. COYLE has been appointed assistant commercial manager of WCAU, Philadelphia.

JOSEPH H. SIERER, continuity director of WTAR, Norfolk, Va., has resigned to accept a commission in the Navy. He will be attached to the public relations office of the Fifth Naval District.

GEORGE E. SMITH, vice-president of the Crosley Corp., has been retained by the U. S. Signal Corps as civilian advisor to expedite delivery of materials.

JAMES McELDOWNEY, salesman, of KLZ, Denver, has been called to active duty as a first lieutenant in the Air Corps. He is to report Aug. 31 at Lowry Field, Denver, and is the fourth member of KLZ to be called to the colors.

KEITH KIGGINS, sales manager of NBC-Blue, on Aug. 25 left for California to attend a meeting of Blue Network affiliates in Hollywood, called by Don Gilman, NBC vice-president, to discuss fall plans for the Pacific Blue Network.

MICHAEL R. HANNA, general manager of WHCU, Ithaca, and field representative for the CBS department of education, has been selected to direct and supervise a new course in radio instruction at Ithaca College this fall.

JOSEPH K. MASON, formerly in the advertising and sales promotion department of NBC, has rejoined the company in the continuity acceptance department.

A. J. MOSBY, owner and general manager of KGVO, Missoula, Mont., recently underwent a tonsilectomy.

SPENCER W. CALDWELL formerly sales manager in British Columbia for Canadian Marconi, has been named commercial manager of CKWX, Vancouver.

DORIS HILLMAN, editorial assistant in the New York office of BROADCASTING, on Sept. 13 will be married to Joseph H. Lawton, of Hopkinsville, Ky.

BILL CARPENTER and his brother Lee, both of WDNC, Durham, N. C., have been drafted.

FRANCIS KEARNEY, sales manager of WRUF, Gainesville, Fla., has been granted a leave of absence to join the Army Air Force. John H. Sheely will assume the sales manager's duties Sept. 1.

James M. West

JAMES M. WEST, 70, Texas lumber and oil millionaire and president of the *Dallas Journal* and *Austin Tribune* publishing companies, died Aug. 24 in Kansas City after a heart attack. Born at Waynesboro, Miss., in 1871, Mr. West moved to Texas as a child. He was a resident of Houston. He entered the newspaper field in December, 1939, when he purchased the *Dallas Dispatch-Journal* and later bought the *Austin Tribune*. Mr. West also was an applicant, along with two sons, J. Marion and Wesley W. West, and P. M. Stevenson for a new station in Houston, to operate with 1,000 watts on 610 kc., and also to receive transferred control of KTBC, Austin. He is survived by Mrs. West, two sons and a daughter.

BEHIND the MIKE

HOWARD WILEY, member of the production staff of NBC New York for nine years, has been transferred to NBC-Chicago, replacing A. D. (Archie) Scott, transferred to Hollywood.

TED MacMURRAY, of the NBC Chicago production staff, has resigned effective Sept. 15 to devote his time to freelance directing. He will direct the NBC-Blue *Tom Mix Straight Shooters* and NBC-Red *Lone Journey* programs.

MARSHA WHEELER, woman's commentator of WLW, Cincinnati, is to leave Sept. 6 along with members of the WLW war games staff to handle woman's angle programs during the month from the Army maneuvers in Louisiana. She will make special transcriptions to be broadcast as part of her daily *Consumer's Foundation* feature.

JAY FROHMAN, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WSOY, Decatur, Ill. He replaced Marty Mueller, who has enlisted in the Army.

MARVIN YOUNG, formerly NBC Hollywood producer and now a major in the U. S. Army, attached to the chief of morale branch, has been placed in charge of all professional and amateur talent for Army camp shows.

Godwin Benediction

FOR years Earl Godwin, NBC Washington commentator, has been signing off his program with the phrase, "God bless every one of you". Numbered among his audience are high Government officials, members of Congress, and thousands of Government workers. Recently he discovered he had loyal fans 3,000 miles away. Godwin received a post card showing a picture of Westminster Abbey, postmarked London, July 20, from Capt. Bernard Brookes, who ferries bombers across the Atlantic. The card read: "This one of God's houses still stands. It surely is His will that right will conquer. The AEF boys here—American Eagle Force—all listen to your 'God bless every one of you'."

MAURICE STEINBERG, formerly staff arranger for Earl Carroll's Vanities, Hollywood, has joined WBAP-KGKO, Fort Worth, as staff music arranger.

CHARLES W. LEWIS of the U of Pennsylvania has been awarded a one-year fellowship by WLW, Cincinnati, according to Robert E. Dunville, general sales manager.

MEL VENTER, production manager of KFRC, San Francisco, fractured an arm when he fell off a step while participating in a recent Red Cross benefit show in San Mateo, Cal.

ERNIE HARWELL, sportscaster of WSB, Atlanta, and Lulu Tankersley recently announced their engagement.

TOM THOMAS, formerly of WHBL, Sheboygan, Wis., has been inducted into the Army and is now in training at Camp Wheeler, Ga.

JACK HUBBARD, continuity editor and special events announcer of KFBB, Great Falls, Mont., has resigned to join KROS, Clinton, Ia., as program director.

ROBERT McDONALD, associate news director of KMOX, St. Louis, has joined the *Amarillo News-Globe* to handle a combination radio and newspaper job on KGNC. Richard Everett, St. Louis bureau manager for Transradio News, has joined the KMOX news staff, replacing McDonald.

ELMER BAUGHMAN, announcer of WFAA-KGKO, Dallas, and Norval Schneringer, publicity director, recently married Mary Constance Holler and Johnnie Lucile Hefner, respectively.

FRANK MAHON, sportscaster of WEW, St. Louis, and a graduate of the St. Louis U School of Law, recently passed his bar examination.

DON BRICE, formerly of KSAL, Salina, Kan., and WKBN, Youngstown, O., has temporarily rejoined the KSAL announcing staff. Mary Jeanette Bachtold, KSAL woman's commentator, is convalescing from an operation. Glenna Bradshaw, formerly of KGNO, Dodge City, Kan., is substituting.

FRANCIS KALNEY, Hungarian translator for WWRL, New York, is the editor of *The New American*, published by Greenberg Publishers, New York, as a handbook for aliens, refugees and new citizens.

LARRY ELLIOTT, CBS announcer on such programs as *The News of the World* and *The Treasury Hour*, will continue this fall to announce various CBS programs, but will also freelance.

BILL GOODWIN, Hollywood announcer, has been assigned to the weekly half-hour NBC *Burns & Allen Show*, starting Oct. 7 under sponsorship of Lever Bros.

KNOX MANNING, NBC Hollywood commentator, has been signed to narrate the Warner Bros. shorts film "Perils of the Jungle".

MAURICE JOACHIM, known for his program *Your Unseen Friend*, on Sept. 3 returns to the air on WHN, New York, with a new program titled *Weaver of Thoughts*, to be heard Monday, Wednesday, Friday at 1 p.m.

LYDIA PERERA, CBS television actress who has been working on the *Children's Story* test programs, and Wil Marcus, who handles television publicity for CBS, were married Aug. 19 in New York.

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Asheville's average citizen buys 112% MORE General Merchandise than the average American.

- - And WWNC's Promotion makes getting more sales even easier! Try it!

WWNC
570 Kc. CBS Affiliate
ASHEVILLE, N.C.

"WE BUILD 'EM— 24 HOURS A DAY!"
AND TEXAS' BOOMING GULF COAST INDUSTRIAL AREA IS REACHED THROUGH . . .
BEAUMONT'S KFDM
560KC 1000 WATTS FULL TIME NBC BLUE
Represented by HOWARD H. WILSON COMPANY

PRISCILLA LAMBETH, formerly of WMFR, High Point, N. C., has joined WSJS, Winston-Salem, as women's director.

THOMAS SNOWDEN, program director of WEED, Rocky Mount, N. C., on Aug. 17 married Martha High, of Rocky Mount.

JOE SCHAFER, Pittsburgh musician, has joined WCAE, that city, as music arranger.

TRUMAN BRADLEY, formerly Hollywood announcer recently in Chicago, has returned to 20th Century Fox for a second lead in the "Lone Star Ranger" film.

TRUE BOARDMAN, Hollywood writer-producer, has returned after New York conferences with Joan Blaine, radio actress, on a new nighttime sponsored series.

JERRY MANN, Hollywood writer-actor, is doing special writing on the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp.

NORMAN A. ROSE, formerly in the copy department of Raymond R. Morgan Co., Hollywood, has joined the CBS continuity staff in that city.

NILES WELCH, CBS New York announcer on the *American School of the Air*, is currently in Hollywood.

ED FAREY, formerly of CFAR, Flin Flon, Man., and CFCT, Victoria, B. C., has joined the announcing staff of CJRC, Winnipeg.

JACK WELLS, formerly of CFQC, Saskatoon, has joined CJRC, Winnipeg, as sports announcer. He replaced Stewart MacPherson who has returned to the British Broadcasting Corp. after 11 months with CJRC.

JOHN COLLINGWOOD READE, newscaster at CFRB, Toronto, was flown to Great Britain in a bomber to obtain first hand impressions of the war and to accompany Prime Minister King of Canada on his visits to Canadian troops stationed in Great Britain.

WENDELL NILES, Hollywood announcer, is narrating a series of U. S. Army instruction film shorts being produced by Warner Bros. He also has a role in the Columbia picture, "Harmon of Michigan", now being released.

JOHN LAING, KFI-KECA, Los Angeles, announcer, and Katrina Knafeltz, secretary to Ernest Felix, auditor and office manager of the stations, were married Aug. 21.

DON McDIARMID, music director of KGU and KGMB, Honolulu, soon will have published his song "South Sea Sadie". Recently he had another song, "Little Brown Girl", published by Irving Berlin.

GEORGE SAYLES, formerly Chicago assistant bureau manager of Transradio Press Service, has been appointed KMPC, Beverly Hills, Cal. associate news editor.

McCosker's Lyrics

TOPPING ALL SONGS played on MBS the other week was the Mills number "Give Me Your Answer", with lyrics by Alfred J. McCosker. Its success entitles the president of WOR, New York MBS outlet, to be a writing member of ASCAP as an active songwriter if he so desires.

JAMES C. BUCHANAN, associate news editor of KMOX, St. Louis, is the father of a boy born in late August.

AL BLAND, who conducts the *Morn Patrol* on WCKY, Cincinnati, has been named production manager, succeeding Bev Dean who resigned to engage in other radio work.

ANN WESTON, women's editor of KGVO, San Francisco, has left the staff to return to her home in Duluth, Minn.

BOB EMERICK, formerly announcer of KFI-KECA, Los Angeles, and Bert Symmes, formerly of KLS, Oakland, Cal., have been added to the production staff of KROW, Oakland.

RAY BUFFUM, New York and Hollywood script writer, was seriously injured Aug. 22 when his auto overturned three miles north of Tonopah, Nev.

PATRICK MAITLAND, MBS foreign correspondent who covered Warsaw and the Balkan countries before they fell under German rule, arrived in this country recently by clipper from Lisbon. Besides doing some broadcasting, Mr. Maitland plans to write a book tentatively titled "Hitler's Nine Pins", and some magazine articles, describing his war experiences.

JOHANNES STEEL, news commentator of WMCA, New York, is doing a series of newscasts in Spanish to South America on WRUL, Boston shortwave station, Fridays at 8:45 p.m.

JOHN COMNAS, formerly of WMFF, Plattsburgh, N. Y., and WCAX, Burlington, Vt., has joined the announcing staff of WORD, Spartanburg, S. C., to handle the "Red, White and Blue Network" program prepared and presented for the trainees at Camp Croft located just outside the city limits.

PAUL KNIGHT, announcer of WPEN, Philadelphia, has joined W3XE, Philco television station in Philadelphia.

ARCH FARMER, night news editor of WBBM, Chicago, has been appointed news editor. William Costello, director of farm service, in addition to his regular duties, will assist in the news and special events department with writing and editing.

HAL BOHM, announcer of WGN, Chicago, is to marry Lucille Charles of Chicago on Sept. 6.

RICHARD BUZZERD, formerly of WENY, Elmira, N. Y., has joined the announcing staff of WLVA, Lynchburg, Va.

EDWIN M. CLOUGH, formerly of Chicago, has joined KOY, Phoenix, and is currently conducting a daily quarter-hour news commentary on 3 Arizona network stations (KOY KSUN KTUC).

CARL BREWSTER, KFVD, Los Angeles, announcer-producer, has resigned to join the Army as first lieutenant and is stationed at Camp Haan, Riverside, Cal., as radio relations officer. Phil Brooks, announcer, has taken over Brewster's former duties.

IN BALTIMORE
Penny for Penny
COVERAGE
Better Than Any!
Complete . . . consistent . . . PROFITABLE coverage! The most listeners for your advertising dollar! Proof is plentiful . . . write for it!
WCBM
Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

19th YEAR OF LISTENER PREFERENCE
KSD
NBC Red Network - - - In St. Louis
Department Store Sales Show an Increase of 38%
In the Eighth Federal Reserve District (St. Louis Area) for the four weeks ending August 9th, as compared with the corresponding period last year.
Place Orders for Your Fall Schedule Now
A Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

DUNCAN MacLEOD, assistant news editor of KOIN-KALE, Portland, Ore., will leave Sept. 15 to join the Army Air Force. MacLeod is a member of the 123d Observation Squadron, the last Oregon National Guard unit to be called to active service. Robert Harris has been named to succeed MacLeod.

BILL KILMER, announcer and staff organist of WSGN, Birmingham, has been named musical director.

ROBERT DWYER, formerly music arranger for Frankie Masters orchestras, has joined the music staff of WAAF, Chicago.

OTT DEVINE, dean of announcers of WSM, Nashville, and Mrs. Devine, on Aug. 25 became the parents of an 8 lb., 2 oz. daughter, Virginia Rush, born at Vanderbilt University Hospital.

Old Gold Series

BERT WHEELER and Hank Ladd, Hollywood film comics, have been signed as regular features of the weekly half-hour *Tommy Riggs & Betty Lou* program, sponsored by P. Lorillard Co., (Old Gold cigarettes), on 6 NBC-Pacific Red stations, Thursday, 8:30-9 p.m. (PST). Cast also include Tommy Riggs and Dick Wheeler. Victor Young is musical director, with Ben Gage announcer. Sam Moore writes the series. Robert Brewster is producer for J. Walter Thompson Co., the agency. Myron Dutton represents the network.

WBLJ, Dalton, Ga., operating on 1230 kc., 250 watts unlimited, on Sept. 1 became an affiliate of MBS.

A MUST for fall schedules

THE

CHARLOTTE MARKET

and

WSOC

CHARLOTTE, N.C. • NBC RED

NATIONAL REPRESENTATIVES

HEADLEY-REED CO.

Meet the LADIES

JOAN CANNON

DEFTLY, Joan Cannon lends a woman's guiding touch to a leading CBS radio program. Holding a responsible position with McCann-Erickson Inc., Los Angeles, this attractive, slim young woman has been producer of the weekly *Dr. Christian* series sponsored by Chesebrough Mfg. Co. Canadian born, Joan moved to Spokane, where she lived until 1936 when she decided upon Hollywood as her goal. Almost immediately she made her current agency connection. Educated at both the U of Southern California and Washington State College, Joan Cannon represents a pleasing picture of a typically modern girl. Blond, hazel-eyes, brown haired, she stands 5 ft., 6 inches, and weighs 118 pounds.

George Fischer

GEORGE FISCHER, president of J. Fischer & Brother, music publishers, and a board member of ASCAP, died Aug. 23 at his summer home on Fire Island, New York. He would have been 71 years old on Sept. 13. Although the firm publishes popular music, Mr. Fischer was interested primarily in classical and religious music, sponsoring Deems Taylor and other American composers and building up for his company the largest stock of Catholic Church music in the country.

Wilmer Walter

WILMER WALTER, 57, who played the lead in the daily radio serial *David Harum* sponsored by the B. T. Babbitt Co. heard on NBC-Red Monday through Friday, died Aug. 23 at Mount Sinai Hospital, New York, after a two-weeks illness. Before entering radio, Mr. Walter was a leading man with various stock companies. He had enacted the role of David Harum on the air more than 1,500 times in the last 5½ years.

TERRILL IS NAMED KSKY, DALLAS, HEAD

APPOINTMENT of R. J. Terrill for the last six years manager of KGHI, Little Rock, as manager of the new KSKY, Dallas, was announced last week by A. L. Chilton, well-known Southwestern broadcaster and licensee of the new outlet. The station, to operate with 1,000 watts local sunset on 6[illegible] kc., is expected to take the air by mid-September, according to Mr. Chilton.

Mr. Terrill, a native of Dallas, started in radio on KRLD, of which Mr. Chilton was manager for several years. Chief engineer is Morris M. Ming, who left a similar post at KFRO, Longview.

Miss Dorothy M. Smith, for two years traffic manager for the Texas State Network in Fort Worth, will become office manager of KSKY. She was formerly Mr. Chilton's secretary. Studios and general offices are on the roof of the Hotel Stoneleigh.

R. G. Binyon Is Named As Manager of KWAL

R. G. BINYON, formerly of KGB, San Diego, has been named general manager of KWAL, Wallace, Ida., succeeding Clarence Berger, who has severed his connection with the station. The change came following approval by the FCC of the transfer of license from a partnership consisting of Mr. Berger and Chester Howarth to the Silver Broadcasting Co. Inc. The owners of the latter company are Drs. J. R. Binyon and H. C. Nickelsen who also hold controlling interest in KEVE, Everett, Wash., soon to take the air.

William M. Bruner, station manager and chief engineer under the partnership, has been retained in these duties. However, other staff changes and additions are to be announced shortly.

Floyd J. Neale

FLOYD J. NEALE, 54, since 1938 music commentator for MBS, was found dead in his New York apartment Aug. 25, apparently the victim of a cerebral hemmorrhage. In addition to his MBS affiliation Mr. Neale had been associated with WOR for 12 years, serving first as an announcer. At one time he was program director for the old WGBS, New York and was credited with having suggested the award for diction which the Academy of Arts & Letters once made to radio announcers. During the first World War he was in the Naval Intelligence Service, assigned to the newsreel and censorship division. Mr. Neale is survived by two sisters, Mrs. Charlotte Thwing of Pine Orchard, Conn., and Mrs. Thomas D. Knowles of Massilon, O.

KGKO

570 KC 5000 WATTS DAY CP 5000 WATTS NIGHT NBC

FORT WORTH and DALLAS

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

DISCUSSING his new contract for a series on CBS starting Oct. 5 for General Foods Corp., New York, William L. Shirer, CBS news correspondent and former Berlin correspondent, lunches with agency and CBS executives. Left to right are Bruce Powell, Columbia Artists; George Bryson, Young & Rubicam, agency in charge; Mr. Shirer; Louis N. Brockway, Y&R vice-president.

AGENCY Appointments

JOHN K. BRATER & Co., New York (asthma remedy), to Charles A. Weeks Co. Inc., New York.

CONNECTICUT REFINING Co., W. Haven, Conn. (Benzoline, Unolene), to Hammer Adv. Agency, Hartford, Conn.

BLIND-RITE Co., San Francisco, to Erisacher, Davis & Staff, San Francisco.

CALAVO GROWERS of California, Los Angeles (avocados), to J. Walter Thompson Co., San Francisco.

ADAMS CLOTHES, Philadelphia (clothing store chain), effective Sept. 1, to Harry Ditman Adv., Philadelphia. Radio will continue to figure prominently in its advertising schedule.

PACIFIC CHEMICAL Co., Los Angeles (Pronto cleaner), to Chas. H. Mayne Co., that city. Currently using newspapers only, with future radio planned.

BOOTH BOTTLING Co., Philadelphia (ginger ale), to Aitken-Kynett, Philadelphia. Expected to resume use of radio.

Quaker State Spots

QUAKER STATE OIL REFINING Co., Oil City, Pa., on Sept. 15 will start a campaign of thrice-weekly transcribed announcements for its motor oils and greases on KMOX, St. Louis, and WMAQ, Chicago. On Oct. 1, three more markets will be added, although stations are not yet selected. Agency is Kenyon & Eckhart, New York.

Standard Radio Opens New York Export Office

STANDARD RADIO has established an Export Division with headquarters at 45 W. 45th St., New York. M. M. Blink, co-owner of Standard Radio, announced that Herbert Rosen, formerly European representative of the Standard Library, who had previously maintained an office in Paris, has been named manager and that the new department will specialize in servicing Latin American stations.

Distribution to Canadian and Mexican stations, however, will continue to be handled by the regular company offices in Chicago and Hollywood. The New York office will carry a complete stock of recorded sound effects as a service to seaboard stations. The company has opened permanent southern branch in Dallas with offices in the Wilson Bldg., under direction of Herbert Denny, southern representative.

Wreck Cuts Circuits

RADIO, press and telephone circuits between San Francisco and Los Angeles were "dead" for more than a half-hour Aug. 22 as the main line cable was short-circuited at Livermore, Cal., when two autos crashed, injuring seven persons. The cars caromed into one of the main line telephone and telegraph poles near Livermore at 1:15 p.m. Communications between Los Angeles and San Francisco and intermediate points was not reestablished until 1:48 p.m.

5000 WATTS **WJBO** 1150 KC

Baton Rouge

is furnishing the MAJOR NBC-NETWORK SERVICE to THOUSANDS of SOLDIERS in the southern Louisiana maneuver area.

The Baton Rouge Broadcasting Co. Inc.

WJBO W45BR

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

THE Business OF BROADCASTING

WLW, Cincinnati

Permco Products Corp., Chicago, 3 *sa* weekly, 13 weeks, thru Burton, Browne, N. Y.
United Buying Service, Chicago, 6 *sp* weekly, 52 weeks, thru United Adv. Co.'s, Chicago.
Johnson & Johnson, New Brunswick, N. J., 5 *sa* weekly, 23 weeks, thru Ferry-Hanly Co., N. Y.
C. A. Briggs Co., Cambridge, Mass., 3 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence, R. I.
Swift & Co., Chicago, 24 *sa*, thru Stack-Goble Adv. Agency, Chicago.
Smith Brothers, Poughkeepsie, N. Y., 8 *sa* weekly, 15 weeks, thru J. D. Tarcher & Co., N. Y.
Roman Cleanser Co., Detroit, 6 *ta* weekly, 52 weeks, thru Gleason Adv. Agency, Detroit.
North American Accident Insurance Co., Newark, 3 *t*, weekly, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Johnson & Johnson, New Brunswick, N. J., 5 *sa* weekly, 52 weeks, thru Ferry-Hanly Co., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass., 10 *ta* weekly, 4 weeks, thru Erwin Wasey & Co., N. Y.
Florida Citrus Commission, Chicago, 3 *sa* weekly, 13 weeks, thru Arthur Kudner Inc., N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 7 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Murphy Products Co., Burlington, Wis., 5 *sa*, weekly, 52 weeks, thru Critchfield & Co., Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. 5 *sa* weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Block Drug Co., Jersey City, 3 *ta* weekly, 52 weeks, thru Raymond Spector Inc., N. Y.
Benrus Watch Co., N. Y., 18 *sa* weekly, 52 weeks, thru J. D. Tarcher Inc., N. Y.
Marlin Firearms Co., New York, 3 *sa* weekly, 52 weeks, thru Craven & Hedrick, N. Y.
American Chicle Co., New York, 6 *sa* weekly, 52 weeks, thru Badger & Browning & Hersey, N. Y.
Phillips Packing Co., Cambridge, Md., 3 *sa*, weekly, 52 weeks, thru Aitken-Kynet Co., Phila.
Flexo Glass Mfg. Co., Chicago, 3 *sa* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Potter Drug & Chemical Corp., Malden, Mass., 12 *ta* weekly, 52 weeks, thru Atherton & Currier, N. Y.
Mantle Lamp Co. of America, Inc., Chicago, 13 *sa*, thru Presba, Fellers & Presba, Chicago.
New Era Milling Co., Arkansas City, Kan., 3 *sa* weekly, 13 weeks, thru Ferry-Hanly Co., Kansas City.
Olson Rug Co., Chicago, 3 *sp* weekly, 13 weeks, Presba, Fellers & Presba, Chicago.
Pierce's Medicines Inc., Buffalo, 6 *sa* weekly, 31 weeks, thru H. W. Kastor & Sons, Chicago.
W. A. Sheaffer Pen Co., Ft. Madison, Ia., 92 *sa*, thru Russel M. Seeds Co., Chicago.
Quaker Oats Co., Chicago, 28 *t*, thru Sherman & Marquette, Chicago.
Father Flanagan Boys Home, Boystown, Neb., 13 *sp*, thru Bozell & Jacobs, Omaha.
Peter Paul Inc., Naugatuck, Conn., 10 *sa* weekly, 52 weeks, thru Platt-Forbes, N. Y.
B. C. Remedy Co., Durham, N. C., 5 *sa* weekly, 52 weeks, thru Harvey-Massengale Co., Atlanta.
Lever Bros. Co., Cambridge, Mass., 7 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Readers Digest Assn., Inc., Pleasantville, N. Y., 3 *sa* weekly, 8½ weeks, thru BBDO, N. Y.
McCall Corp., N. Y., 11 *ta*, thru Joseph Katz Co., N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass., 9 *ta* weekly, 52 weeks, thru Erwin Wasey & Co., N. Y.
ExLax Inc., Brooklyn, 5 *ta* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Church & Dwight Co., N. Y., 3 *sa* weekly, 52 weeks, thru Brooke, Smith, French & Dorrance, N. Y.
Nehi Corp., Cincinnati, 25 *ta* weekly, 52 weeks, thru BBDO, N. Y.
Murphy Products Co., Burlington, Wis., 3 *sp* weekly, 68 weeks, thru Critchfield & Co., Chicago.

WSAV, Savannah

Bulova Watch Co., New York, *sa* series, 13 weeks, thru Biow Co., N. Y.
Manhattan Soap Co., New York, daily *sp*, 13 weeks, thru Franklin Bruck Adv. Corp., N. Y.
Coca Cola Bottling Co., Savannah, 5 *sp* weekly, direct.
Tru-Ade Inc., Los Angeles, 104 *ta*, thru Beaumont & Hohman, Los Angeles.
BC Remedy Co., Durham, N. C., 365 *ta*, thru Harvey-Massengale Co., Durham.
Roosevelt Hotel, New York, 15 *sa*, thru Kelly-Nason, N. Y.
Peter Paul Inc., Naugatuck, Conn., 78 *sp*, thru Platt-Forbes, N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 105 *sa*, thru Newell-Emmett, N. Y.
Atlantic Greyhound Lines, 25 *sa*, thru Beaumont & Hohman, Cleveland.

WOR, New York

S. A. Schonbrunn & Co., New York (Savarin coffee), 6 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Old County Trotting Assn., Westbury, L. I. (race track), 3 *sp* weekly, thru M. H. Hackett Inc., N. Y.
Carter Products, New York (proprietary), 3 *sa* weekly, thru Street & Finney, N. Y.
Atlantic Refining Co., Philadelphia (gas, oil), weekly football games, thru N. W. Ayer & Son, Philadelphia.
Grove Labs., St. Louis (Bromo Quinine), 5 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Piel Bros., Brooklyn (beer), weekly *sp*, thru Sherman K. Ellis & Co., N. Y.
Hecker Products Co., New York (Force, H-O, Cream Farina), 3 *sp* weekly, thru Maxon Inc., N. Y.

KFI, Los Angeles

Manhattan Soap Co., New York (soap), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Nylon Co. of California, Los Angeles (Nylon wash), 2 *sp* weekly, thru Beaumont & Hohman, Los Angeles.
American Chicle Co., Long Island, N. Y. (chewing gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.

WEEI, Boston

O'Cedar Corp., Chicago (polish), *sa* series, thru H. W. Kastor & Sons, Chicago.
Ward Baking Co., New York (bread), *sa* series, thru Sherman K. Ellis & Co., N. Y.
Marlin Firearms Co., New Haven (razor blades), *sa* series, thru Craven & Hedrick, N. Y.

WPTF, Raleigh

Perfection Stove Co., Cleveland, 26 *t*, thru McCann-Erickson, Cleveland.
O'Cedar Corp., Chicago, 65 *ta*, thru H. W. Kastor & Sons, Chicago.
Reader's Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.

WPAT, Paterson, N. J.

John F. Trommer Inc., Brooklyn (malt beer), 10 *ta* weekly, thru Federal Adv. Agency, N. Y.
Royal Crown Bottling Co., Newark (Royal Crown Cola), 6 *sp* weekly, direct.

WFIL, Philadelphia

Atlantic Refining Co., Philadelphia, weekly football games, thru N. W. Ayer & Son, Philadelphia.
Stephano Bros., Philadelphia (Marvel cigarettes), 2 *sa* weekly, thru Aitkin-Kynett, Philadelphia.
Carter Products, New York (proprietary), 6 *sa* weekly, thru Street & Finney, N. Y.
Admiracion Labs., Harrison, N. J. (shampoo), 11 *ta* weekly, thru Charles Dallas Reach, Newark.
Lydia Pinkham Medicine Co., Lynn, Mass. (tablets), 10 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (soap), 3 *sa* weekly, thru Compton Adv., N. Y.
Edgar A. Murray Co., Detroit (insectides), 6 *sa* weekly, thru L. J. DuManaut Adv., Detroit.
Seven-Up Bottling Co., Philadelphia (soft drink), 50 *so* weekly, thru Philip Klein, Philadelphia.

WHO, Des Moines

Clarence Erickson, Chicago (tabernacle), 6 *t*, weekly, direct.
O'Cedar Corp., Chicago (polish), 65 *ta*, thru H. W. Kastor & Sons, Chicago.
Coleman Lamp & Stove Co., Wichita (ranges), 26 *ta* direct.
Standard Brands, New York (yeast), 40 *ta*, thru Kenyon & Eckhardt, N. Y.
Gamble Stores, Minneapolis (auto supplies, etc.), 309 *sa*, thru BBDO, Minneapolis.
Miles Labs., Chicago (Alka-Seltzer), 30 *sa*, thru Wade Adv. Agency, Chicago.
Honeymead Products Co., Cedar Rapids, Ia. (feed), 100 *sa*, direct.
Lane Bryant, New York (clothing), 9 *sa*, thru Huber Hoge & Sons, N. Y.
Omar Inc., Omaha (flour), 13 *t*, thru Hays MacFarland & Co., Chicago.
Dr. Hess & Clark, Ashland, O. (stock remedies), 90 *t*, thru N. W. Ayer & Son, N. Y.

WTMJ, Milwaukee

Miller Brewing Co., Milwaukee, 414 *sp*, thru H. C. Mulberger Inc., Milwaukee.
O'Cedar Corp., Chicago, 65 *sa*, thru H. W. Kastor & Sons, Chicago.
O. R. Pieper Co., Milwaukee (Gargoyle coffee), 13 *sp*, thru H. C. Mulberger Inc., Milwaukee.
Quaker Oats Co., Chicago, 90 *sa*, thru Ruthrauff & Ryan, N. Y.
Readers Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.
Simoniz Co., Chicago, 13 *sa*, thru George H. Hartman Co., Chicago.
Manhattan Soap Co., New York, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Marlin Firearms Co., New Haven, 39 *ta*, thru Craven & Hedrick, N. Y.

KYW, Philadelphia

The Pen Man, Chicago (fountain pen sets), 3 *sp* weekly, thru United Adv. Cos., Chicago.
LaSalle Hat Co., Philadelphia (Champ men's hats), 3 *sp* weekly, thru Al Paul Lefton, Philadelphia.

WINS, New York

Gardner Nurseries, Osage, Ia., 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

(Adv.)

Department Stores Cited by the NAB

Pellegrin Points to Need of Promoting This Business

FACING the possibility that the defense program may bring about a curtailment of advertising budgets in some advertiser fields, the NAB last week directed a message to station sales executives to focus attention on the local department store field.

In a letter prefacing a 30-page "summary table" of department store advertising during January, Frank E. Pellegrin, director of the NAB department of broadcast advertising, pointed out that stations can refute the argument that radio is not effective in this field "by continually stressing those cases where department stores are using radio successfully".

Effect of Priorities

The summary table, covering the month of January, 1941, was compiled from the NAB *Broadcast Advertising Record*, monthly analysis conducted by Paul Peter, NAB research director, and is based on reports from 225 stations submitting reports.

Also dealing with broadcasters' problems growing out of the priorities situation and diversion of consumer goods to national defense needs, the NAB department of broadcast advertising supplemented the department store compilation with a 14-page mimeographed booklet, *The Effect of Priorities on Radio Advertising*, containing comments by advertising and radio authority on what may be expected of the prevailing situation.

Describing the idea, Mr. Pellegrin commented in his letter:

"The Sales Managers Committee believes that this table can be used constructively to sell department store advertising in several ways by (1) showing it to department store executives as proof of the extensive use that is being made of radio by many firms; (2) showing the various types of radio service used; (3) listing stores by name for personal check-ups if desired; (4) inspiring your radio salesmen to 'go and do likewise'.

"It is suggested that in using this, you stress that the list is partial, and meant only to be indicative. If you want some typical success stories to use in this connection (or in other lines of business as well), they will be sent free upon request, and if you have some success stories of your own to contribute, they will be most welcome. A sample of the case history form we use will gladly be sent if you want one."

RADIO LISTENING in the New York market, measured by personal interview and by the "roster" technique, is available to "those who buy and sell time, spots and shows" through the "100% Yardstick" survey method offered by Sidney Roslow, director of The Pulse of New York, research organization.

Agencies

HAROLD J. RUDOLPH, formerly copy research director of J. Stirling Getchell, New York, and previously of Colgate-Palmolive-Peet Co., Jersey City, has joined Standard Brands, New York, as director of market research.

JULES BUNDGUS, West Coast publicity director of Benton & Bowles, and Nancy Gottfried, formerly public relations director of Ted Bates Inc., New York, will be married in Glendale, Cal., on Sept. 5.

ALICE SLINGLUFF, formerly of Schwimmer & Scott, Chicago, has joined Hays MacFarland & Co., Chicago, as assistant to radio director Evelyn Stark.

IRMA LOMBERG, formerly assistant to the advertising manager of the American Machine & Foundry Co., has been named traffic manager of Seidel Adv. Inc., Washington.

A. F. LARSON has returned to Associated Adv. Agency, Los Angeles, as account executive.

SANDY SPILLMAN, announcer of KSFO, San Francisco, has resigned to return to the U of California.

E. S. PRATT, media director of Sherman K. Ellis & Co., New York, has been elected a vice-president of the agency.

A. B. MUELLER, formerly advertising manager of The Paraffine Companies and more recently with Facts Consolidated, has been named director of market development for Pineapple Producers Cooperative Assn., San Francisco.

EDWARD S. LANNING, of MacDonald-Cook Co., South Bend, has been named copy chief.

Young Opens Office

JOHN ORR YOUNG, co-founder of Young & Rubicam, New York, who retired from the agency when its annual volume reached $13,000,000, has entered the consultant field with offices at 610 Fifth Ave., New York. Mr. Young will render advisory service in advertising and public relations with particular emphasis on post-war problems as a supplement to the client's agency.

JOHN F. WAGENER, with Fuller & Smith & Ross, New York, for 22 years, in various positions including account executive and assistant treasurer, has been appointed space buyer of the agency, succeeding C. T. Williams, who is resigning Sept. 15.

PAUL E. BROWN, formerly radio director of William A. Schautz Inc., New York, and before that a principal in the Brown-Alexander Adv. Agency, Baltimore, has joined Stewart-Jordan Adv. Co., Philadelphia and Baltimore, specializing in radio and the food field.

GEORGE BOLAS, assistant sales promotion manager of NBC-Chicago, will join the radio department of Blackett-Sample-Hummert, Chicago on Sept. 8. He will continue in a promotional capacity.

PAUL E. BROWN, former radio director of William A. Schautz Inc., New York, has joined Stewart-Jordan Adv. Co., Philadelphia, as an account executive.

NANCY ANDREWS, receptionist at Raymond R. Morgan Co., Hollywood, recently sold an original song "I've Fallen in Love Again" to Syndicate Publishing Co.

DANNY DANKER, Southern California vice-president of J. Walter Thompson Co., has returned to Hollywood from Chicago where he conferred on format of a network show featuring Judy Canova for sponsorship by Wm. Wrigley Jr. Co.

MRS. LOUISE BARRETT has joined the radio department of Blackett-Sample-Hummert, Chicago, as program assistant. Mrs. Barrett is the widow of the late R. J. Barrett, formerly timebuyer of B-S-H and later in charge of the Chicago sales office of WOR, New York.

Ballantine Ready

WITH TIME cleared and cast set, P. Ballantine & Sons, Newark (beer), through J. Walter Thompson Co., New York, on Sept. 12 starts *Three Ring Time* on 75 MBS stations, Friday, 9:30-10 p.m. (EDST). Besides Milton Berle as m.c., cast will include Charles Laughton, film star, with Shirley Ross, vocalist and Bob Crosby's orchestra. Clinton (Buddy) Twist, NBC Hollywood chief announcer, has been given the announcing assignment. Ed Rice, recently transferred from the agency's Toronto staff to the West Coast, is to collaborate with Sam Moore in writing the weekly show.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Showmanship THAT WINS Intermountain Audiences
KDYL
The POPULAR Station
Salt Lake City
National Representative JOHN BLAIR & CO
NBC RED NETWORK

FOR 20 CONSECUTIVE MONTHS W-G-N HAS SHOWN AN INCREASE* IN LOCAL TIME SALES

*and BIG

This is testimony in advertising dollars to the effectiveness of advertising on W-G-N. No better evidence can be offered.

W-G-N—the First station in Chicago and the First Chicago station in the Middle West

A CLEAR CHANNEL STATION
720 KC 50,000 WATTS

Radio Advertisers

MAX FACTOR & Co., Hollywood (cosmetics), directing its campaign to the Latin-American trade, is currently using one-minute announcements in Spanish twice-daily on shortwave station WLWO, Mason, O., having renewed for the third consecutive time. Ted H. Factor Agency, Los Angeles, has the account.

FORD DEALERS ADV. FUND, Los Angeles (autos), on a 52-week contract effective Aug. 17, renewed its twice-weekly quarter-hour program, *Bob Garred Reporting*, on KNX, Hollywood. Firm also sponsors a six-weekly quarter-hour newscast on KECA, Los Angeles. Agency is McCann-Erickson, Los Angeles.

O'KEEFE & MERRITT Co., Los Angeles (gas stoves), for the fifth consecutive year, has renewed under a 52-week contract its thrice-weekly quarter-hour program, *News by Pat Bishop*, on KFI, that city. Firm also uses seven spot announcements per week on KHJ, Hollywood. Richard B. Atchison Adv. Agency, Los Angeles, has the account.

AS ADDED promotion to listeners of its Maxwell House Coffee, General Foods Corp., New York, on Sept. 1 started six times weekly *Dinner Concerts* on WQXR, New York, with the same theme song by Meredith Willson—"You and I"—used on the company's NBC-Red program *Coffee Time*, which resumes Sept. 4. The program features salon-type concert music with special commercials. Agency is Benton & Bowles, New York.

ENTERTAINMENT at the annual sales convention of Meyer Bros. Drug Co., St. Louis, held in St. Louis recently, was supplied by *Hillbilly Minstrels* which the company sponsors on KWTO, Springfield, Mo. The drug firm, founded over 75 years ago but new to radio, is testing a daily quarter-hour to promote Sherton, a Vitamin B_1 tonic. "Results of the program have exceeded our fondest expectations," says Vice-President Carl F. G. Meyer Jr., "and we are considering expansion into other markets." Standing are (center row, l to r): Mr. Meyer; Jimm Daughtery, of Jimm Daughtery Inc., St. Louis agency handling the account; Hugh Aspinwall, program director of KWTO; T. F. McTigue Jr., M-B general sales manager; Clyde (Slim) Wilson, KWTO; McVeigh Goodson, M-B advertising manager; Leslie Kennon, national accounts manager of KWTO. Minstrels are (back row): Mike Dosch, Lowell Tennis, Dale Lohman, Cliff Miles. Below are Bill Bailey and George Earle.

FOREMAN & CLARK, Los Angeles (chain clothiers), in a 30-day fall campaign which starts Sept. 2, will use a total of 318 transcribed one-minute announcements on eight San Francisco area stations, KFRC KGO KSFO KJBS KYA KQW KROW.

BENEFICIAL CASUALTY Co., Los Angeles (life insurance), recently started a weekly quarter-hour transcribed program *Captain Quiz* on KQW, San Jose, Cal. in addition to four-weekly five-minute transcribed programs, *Inside Stories*. Agency is Stodel Adv., Los Angeles.

WEST COAST SOAP Co., Oakland, Cal. (Powow cleanser), Chlorine Products Co., (Hy-Pro bleach), and Kern Food Products Co. (chili sauce, tomato juice, ketchup), Los Angeles, respectively, on Aug. 23 started participation in the weekly half-hour morning program, *Tip O' the Morning*, on KNX, Hollywood. Contracts are for 13 weeks. Other current participants are John B. Morrell Co., Ottumwa (E-Z serve loaves); Barbara Ann Baking Co., Los Angeles (bread); Red & White Stores, Wilmington, Cal. (chain grocery). Featured are Bernice Chandler and Maurie Webster in tips on food buys with menu discussion. Series is produced by program department of Heintz Pickering & Co., Los Angeles agency. Fred Becker is account executive.

TEA GARDEN PRODUCTS, San Francisco (syrup), recently started a weekly quarter-hour participation in *The Breakfast Club* Thursdays on California-Don Lee network. Agency is Erwin, Wasey & Co., San Francisco.

NELSON BROS. FURNITURE Co., Chicago, on Aug. 25 contracted for a schedule of 17 programs per week on WBBM, Chicago. Programs consist of a half-hour Sunday musical program, a quarter-hour news broadcast five times a week, a five-weekly quarter-hour of transcribed music, and a five-weekly quarter-hour *Man on the Street* broadcast. Agency is George H. Hartman Co., Chicago.

SHIRRIFF'S Ltd., Toronto (marmalades), started *Fun Parade* on Sept. 2 on CFRB, Toronto, recording the half-hour show for use the following week on CFCF, Montreal; CKCO, Ottawa; CFPL, London, Ont. The recorded program may be extended to other stations throughout Canada. Account placed by Cockfield Brown & Co., Toronto.

PERFECT CIRCLE Co., Toronto (piston rings), started Sept. 1 transcribed spot announcements six times weekly on 12 Canadian stations. Account was placed by McConnell Eastman Co., Toronto.

NOVA-KELP Ltd., Toronto (health food), on Sept. 2 started 12 weeks live spot announcements on CJOB, Winnipeg; CFRN, Edmonton, Alta., and will extend to other stations during September. Account placed by Stanfield & Blaikie, Toronto.

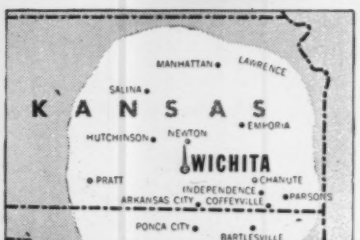
MACDONALD TOBACCO Co., Montreal (British Consols cigarettes), on Aug. 25 started newscasts six times weekly on CJGX, Yorkton, Sask. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

BAYWOOD PARK ESTATES, Morro Bay, Cal. (subdivision), new to radio, in a 13-week test campaign which started Aug. 19 is sponsoring a daily quarter-hour program of recorded music on KRKD, Los Angeles. Adv. Arts Agency, Los Angeles, has the account.

E. F. HUTTON & Co., Los Angeles (brokerage firm), new to radio, on Aug. 25 started sponsoring an early morning five-minute stock market report five times per week on KMPC, Beverly Hills, Cal. Contract is for 13 weeks. Reviews, broadcast a half-hour after market's opening, are handled by Clete Roberts, station news editor. Firm, said to be the first of its kind to use Southern California radio as a direct form of advertising, is supplementing its schedule with a newspaper appropriation covering Pacific Coast community publications from Santa Barbara to San Diego. To further bring this new service to customers' attention, 50,000 mailing pieces are being released. Barton A. Stebbins Adv., Los Angeles, handles the account.

L. B. LABORATORIES, Hollywood (hair oil), on a 26-week contract which started Aug. 17 is sponsoring the weekly half-hour transcribed program, *American Challenge*, on WJJD, Chicago. Series was produced by Brisacher, Davis & Staff, Los Angeles.

T. W. BURLESON & Son, Waxahachie, Tex., has started the transcribed *Superman* series on KGKO, Fort Worth. Juvenile clubs and contests are conducted to promote the thrice-weekly broadcasts. Rogers-Smith Adv. Agency, Dallas, placed the 52-week contract.



Glenn D. Gillett Field Strength Survey—1939
Map Shows Coverage to the .1 MV/M Line

For some time the average family in Wichita has had $268 more income to spend than the average American family. Defense contracts have been swelling that income faster than we can keep track of 'em. 35 thousand families—245 million in defense contracts, mostly for Wichita labor PLUS regular income from wheat, cattle and oil all combined make Wichita one of the best markets in the U. S. A. And when you tell the families in this booming market over their pet station about the goods you have to sell—YOU GET ACTION! Yes sir, it don't take no book learnin' to figure out that KFH Wichita is your best bet for the highest yield on your advertising dollars. Get time availabilities on

That Selling Station for Kansas

KFH
WICHITA

The Only Full Time CBS Outlet in Kansas

CBS • 5000 WATTS DAY AND NIGHT—CALL ANY EDWARD PETRY OFFICE

"He leaves his radio turned on all night, so WFDF Flint Michigan will rouse him in the morning."

KFRU
COLUMBIA
Bombshell of Missouri!
Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.
1400 KC. ★ 250 Watts

INDUSTRIAL SHIPBUILDING & Engineering Co., Los Angeles, (welding school), new to radio, in a 13-week campaign ending Nov. 14, is sponsoring thrice-weekly participation in the quarter-hour *Rise 'n Shine* on KHJ, Hollywood. Firm also contracted for transcribed announcements to be used on a staggered 52-week schedule on KMPC, Beverly Hills, Cal. Placement is through Chas. H. Mayne Co., Los Angeles.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), in a four-week campaign ending Aug. 29 is sponsoring a five-weekly quarter-hour newscast on KDB, Santa Barbara, and KPMC, Bakersfield. Lockwood-Shackelford Adv. Agency, Los Angeles, has the account.

KILPATRICK's BAKERY, Oakland, Cal., recently renewed for 157 times *The Lone Ranger*, three times weekly on KFRC, San Francisco, and KDON, Monterey, Cal. Agency is Emil Reinhardt Adv., Oakland.

HOUSE OF HOLLYWOOD, Hollywood (cosmetics), new to radio, on Aug. 20 started twice-weekly the quarter-hour program, *Council of Beauty*, on KMPC, Beverly Hills, Cal. Agency is Chas. H. Mayne Co., Los Angeles.

Coast Blue Executives Discuss Autumn Plans

OPERATION problems and business aspects as well as plans for newly-sponsored network programs to start on the West Coast in fall, were among topics discussed by NBC Pacific Blue station managers meeting in Hollywood on August 28 and 29 inclusive, when Don E. Gilman, NBC Western division vice-president presided.

Those attending were: Harrison Holliway, KECA, Los Angeles; Charles A. Storke, KTMS, Santa Barbara; Tom Sharpe, KFSD, San Diego; Al Nelson, KGO, San Francisco; Lewis Wasmer, KGA, Spokane; Arden Pangborn, KEX, Portland; Birt Fischer, KJR, Seattle; Howard Lane, McClatchy Network; Keith Kiggins, NBC Blue, New York sales manager. NBC Hollywood was represented by Lew Frost, executive assistant to Mr. Gilman; Tracy Moore, Pacific Blue sales manager; Robert McAndrews, division sales promotion manager; Hal Bock, Western division director of press relations; John Swallow, Western division program director.

NATIONAL RADIO CHECKING Service, St. Louis, announces it has 410 checkers in 305 markets to check any radio program.

Auto Firm Adds

WHILE many auto firms in the San Francisco bay area are curtailing radio advertising due to shortage of cars, Transport Motors Co. (Willys distributor), has increased its radio budget and recently added several stations to its list. A 15-minute newscast is being sponsored thrice weekly on KWG, Stockton; daily spot announcements used on KFBK, Sacramento, and KGDM, Stockton; and two 30-minute programs, *Speak Up Americans*, originating at the Telenews Theater, San Francisco, are presented on KSAN, San Francisco. KFRC, San Francisco, is used for announcements. Agency is Stack-Goble Advertising Agency, San Francisco.

Shell Cancels Program After Two Broadcasts

SHELL OIL Co., New York, after only two broadcasts abruptly cancelled the weekly half-hour program, *Shell Comes to a Party* with Art Linkletter, on 9 CBS West Coast stations, Thursday, 9:15-9:45 p.m. (PST). Although the firm is reported to have paid for network time and talent for the Aug. 21 program, no Shell commercial announcement was broadcast. CBS carried the program as a sustaining feature for that one time. Sponsor, according to reports, did not approve the series, feeling that it would not do a selling job.

Though no comment came from J. Walter Thompson Co., Hollywood agency servicing the account, nor from CBS, it is understood Shell executives expressed no dissatisfaction with production qualities of the program. Shell Oil Co. had been out of West Coast network radio for some years. With signing of the CBS contract, on a 13-week basis, there were reports that the series, which started Aug. 7, would be tested first on the West Coast for transcontinental coverage in late fall should the program prove successful.

AMERICAN Communications Assn. reports signing closed shop contracts with WBAX, Wilkes-Barre, Pa., and WWDC, Washington.

Ayer Utility Project

HALF-HOUR program *Mr. & Mrs. North*, adapted for radio from the book and Broadway play by Martin Gosch and Howard Harris, has been purchased by N. W. Ayer & Son, New York, which is understood to be working on a cooperative network campaign for the program involving local electric power and light companies throughout the country. No details are yet available on the project from the agency or from A. & S. Lyons, booking agent for the program.

CHML, Hamilton, Ont., began operating with its new RCA 1 kw. transmitter on Aug. 27.

Gulf 'Grab-Bag'

INCLUDING a *Grab-Bag* program to rotate among the 77 major Gulf outlets in the Cincinnati area, WSAI, Cincinnati, has sold a combination package to Gulf Oil Corp., Pittsburgh. Starting Aug. 20, the oil company is sponsoring three 15-minute news programs weekly, two spots seven nights weekly and the *Grab-Bag* six nights weekly. Conducted by Red Thornburgh, the *Grab-Bag* is a man-on the-street affair, in which passersby are asked to guess the contents of "grab-bags" which may include anything from a half-dollar to a package of cigarettes. Contestants may feel, smell or shake the bags—but must not look inside—before making a guess. The article in the bag is a prize, plus a pair of tickets to a local theatre.

WHY BE *Modest* ABOUT THE "NAKED TRUTH"?

NORFOLK is FIRST in VIRGINIA

★ NORFOLK IS *Now* LARGEST CITY in Virginia with a population of 214,532 as of July 1, a gain in 12 months of 50%.

★ NORFOLK IS *Now* LARGEST MARKET on the Atlantic Coast south of Baltimore with population as of July 1 of 532,400.

★ NORFOLK *Now* LEADS IN SALES of new cars with an increase of 76% for first five months of 1941 over same period in 1940. Department store sales have also increased 44%.

★ WTAR *Now* CONTACTS MORE LISTENERS. WTAR, NOW, and always has, contacts more listeners in the Norfolk Area than all other stations combined.

Face the "NAKED TRUTH", include on your Schedule

NOW 5000 WATTS DAY AND NIGHT

WTAR

NORFOLK VA. AMERICA'S No.1 SALES AREA

COMPLETE NBC RED and BLUE SERVICE

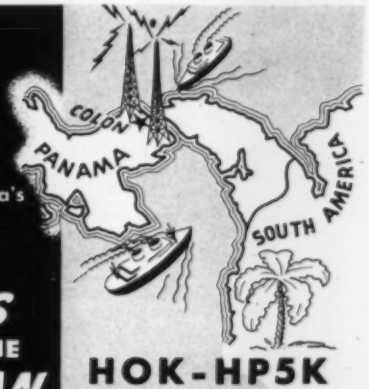
Owned and Operated by Norfolk Newspaper, Inc. National Rep.: Edward Petry & Co.

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



HOK-HP5K
640 Kc. 6,005 Kc.
Colon, Panama

CLARK
For
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

Tornado Destroys KMBC's Antennas

Twister Hits Directionals; KCKN Also Loses Tower

WINDS of tornadic force last Monday night destroyed two antenna towers of KMBC, Kansas City, and another tower of KCKN, Kansas City, Kan., during a freak storm which ripped through Kansas and Missouri, causing an estimated million-dollar property damage. KMBC was off the air only a little more than eight hours, during the night.

The taller of the two KMBC structures, a 544-foot vertical radiator, buckled at the center during the 75-mile-per-hour gale, crashing through the roof of a two-story frame house located 250 feet from the base of the tower. The wife of the home-owner and two children had fled to a basement recreation room during the storm and were taken unharmed from the house through a basement window after the crash. The steel rigging of the tower crashed through upstairs rooms and came to rest below the ground floor ceilings.

The second and older KMBC tower, a 275-foot structure used as a directional unit for nighttime operation, was located on the roof of the KMBC transmitter building. It was twisted and bent by the wind, finally breaking off about 20 feet above the roof of the building and falling upon open ground.

Quick Repairs Made

The storm struck shortly before 9 p.m., and the station went off the air at 9:06 p.m. The entire KMBC technical staff was summoned to the transmitter within an hour of the crash, and by 11 p.m. engineers were preparing the transmitter for emergency operation. Using the 20-foot stub of the smaller tower as an anchor point and a 75-foot wooden pole as the other terminal, the technical staff strung up a 300-foot flat-top antenna. After tests during the night, the station went back on the air the next morning at 5:35 a.m. with 5,000 watts power.

At the time of the accident Arthur B. Church, KMBC president and general manager, was vacationing on a Pacific cruise with C. W. (Chuck) Myers, owner of KOIN, Portland. San Francisco stations carried news flashes trying to locate him on the cruise.

For six minutes the higher tower—regarded as the tallest structure in Kansas or Missouri—danced wildly, according to Roy Barron, plant manager on duty, before it crashed to the ground. Also on duty at the transmitter plant was H. H. Moler, KMBC engineer, who lives with his family in an apartment in the transmitter building. Mrs. Moler, their 9-month-old daughter and Mrs. Moler's mother were in the apartment at the time of the crash.

As soon as satisfactory telephone communication was established with the studio, an on-the-scene report of repair activities was piped to KMBC studios and transcribed for rebroadcast when the station returned to the air. The first quarter-hour description was carried at 8:45 a.m. Tuesday, with others used during the day.

On June 6, 1938, another windstorm had snapped the smaller KMBC tower, breaking it off 150 feet from its base. It was repaired, and since construction of the taller tower has been used only at night as a directional radiator.

IN BALTIMORE IT'S WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.
ON THE BASIC MUTUAL NETWORK

in the CONTROL ROOM

DON DRENNER, operator of KGGF, Coffeyville, Kan., has joined a British coast defense radio group and sailed last week from Canada.

SARTO JAMINET, chief engineer of KGGF, Coffeyville, Kan., is the father of a baby girl, born recently.

FORREST PINKERTON, formerly of WLPM, Suffolk, Va., has joined the technical staff of WORD, Spartanburg, S. C.

CLIFF MILLER, formerly of the Phoenix police department radio division, has joined KOY, Phoenix, as transmitter engineer.

RUDY PETERS, control operator at CJRC, Winnipeg, recently married Kay Ough, of Winnipeg.

KEN CAMERON, flight lieutenant, formerly chief engineer at CJRC, Winnipeg, and Val Johannesson, CJRC traffic director, are to be married Sept. 6.

KEITH McCONNELL, former CJRC, Winnipeg, engineer, now an officer with the Royal Canadian Corps of Signals, and Judy Osborne of CJRC traffic department, have announced their engagement.

WALLACE PHILLIPS, engineer of WGN, Chicago, on Aug. 28 received his masters degree in economics and finance from Chicago U. Mr. Phillips wrote his thesis on the Financial History of Broadcasting.

CHESS McGHEE Jr., master control operator of WLVA, Lynchburg, Va., has joined the merchant marine as a radio operator. Clarence Casebier has succeeded him.

WARREN CHASE, formerly transmitter engineer of WSPA, Spartanburg, S. C., has joined the faculty of Capitol Radio Engineering Institute, Washington.

ROY BOND, formerly of KFJZ, Fort Worth, has joined the engineering staff of WBAP-KGKO, Fort Worth, replacing Gus Rountree, who joins the FCC in New Orleans as a radio inspector.

ROBERT BARKEY, 1939 winner of the Veteran Wireless Operators Association Marconi award, joined the engineering staff of WOR, New York, Aug. 26.

J. R. POPPELE, chief engineer of WOR, New York, has been named to membership in the Society of Motion Picture Engineers.

CARL MILNER, formerly of WSPR, Springfield, Mass., has joined WDRC, Hartford, replacing Fred Brill, who has gone to New Haven.

MERLE B. PETERSON, for two years with KJBS-KQW, San Francisco studios, has joined NBC, San Francisco.

ARCHIE SICHEL, engineer of WIBG, Glenside, Pa., has enlisted in the Army.

JOHN BRUBAKER, formerly of WIBW, Topeka, Kan., has joined the engineering staff of KSAL, Salina, Kan.

JACK McNALLY, engineer of WINS, New York, on Aug. 23 became the father of a six-pound baby girl.

Coe in Air Corps

ROBERT L. COE, veteran chief engineer of KSD, St. Louis, on Aug. 23 was granted a leave of absence to accept an appointment in the Army Air Corps. During his absence, C. R. Yarger, assistant chief engineer, will be acting technical head of the NBC-Red outlet.

WCAU Tower Razed

THE 50,000-WATT, 500-foot transmitting tower of WCAU, Philadelphia, at Newton Square, Pa, a landmark since 1932, has been razed as its 35 tons of steel can be used for defense. The transmitter became obsolete only a week previous when WCAU's transmitter location was shifted to Moorestown, N. J., and an entire new transmitter, including a 440-foot tower, was placed in operation.

Purely PROGRAMS

FIFTH COLUMN and spy activities unearthed by Leon Turrou, former G-man and active operative in the Lindbergh case, will be revealed on *Enemies Within*, weekly program starting Sept. 3 on WHN, New York, with Mr. Turrou himself telling the stories, interviewing "case history spies" impersonated by radio actors and actresses as well as actual secret agents.

* * *

Honor for Workers

EACH WEEK a typical "Worker of the Day" will be selected by officials and personnel of a Cincinnati defense firm and honored on WSAI. The feature will be part of a defense program sponsored by John Shillito Co., department store. A citation will be awarded the worker and the firm for which he works will provide program background.

* * *

American Questions

FROM CAMP LEE, Virginia, will come the opening program Sept. 7 of the *Questions for Americans* series, to be heard on a nationwide MBS hookup. The series will be built around a recent publication of the same name by Dorothy Thompson, who will take part in the program. A glee club and chorus will be featured, along with a camp string ensemble.

* * *

War Salutes

CJRC, Winnipeg, has started a half-hour Saturday program in which Manitoba provincial towns are saluted for their contributions to Canada's war effort. Three towns are selected each week. Program was developed by Lieut. Hugh (Rusty) Young, former CJRC special events director, now Press-Radio Liaison Officer for the military district.

* * *

Ad Sketch

IN CONNECTION with the Pacific Advertising Assn. consumer relations campaign, KROW, Oakland, Cal., presented a half-hour sketch on advertising. Program, simulating a real radio show, was produced in the studios of KROW and piped through loudspeakers to the club's hotel luncheon. Keith Kirby produced the sketch.

* * *

Anything

APPROPRIATELY titled *Anything Goes* is a new half-hour thrice-weekly participating program on WCBD, Chicago, of unusual and rare recordings with humorous continuity. The program produced by Script & Talent, Chicago, is sponsored locally by Midland Underwriters (insurance) and Ben Zenoff (used cars). Agency is Harold I. Collen, Chicago.

Personal Touch

WPEN, Philadelphia, breaks up its recorded shows into 15-minute stages, each featuring a name band, with the particular band leader introducing his own stage on the air by means of special recordings. Using specially prepared copy, each recording band leader records a set of four or five personal introductions as well as a closing piece, each varying a little. The recordings are made by Raymond Rosen Co., Philadelphia, distributors of Victor and Bluebird records, and by Columbia Recording Corp., New York, for their recording artists. In addition, some records will be made in the WPEN studios when artists come to the city.

* * *

Music for Camps

IN COOPERATION with United Service Organizations, NBC-Blue on Aug. 30 started a series of Saturday night 5-6 p.m. programs titled *Glenn Miller's Sunset Serenade*, especially arranged and dedicated to selective service men and their Army camps. Each week five different camps are saluted on the program, the men being asked to vote for their favorite songs for Miller to play. Each camp receives 50 popular records for its USO recreation building, and the camp choosing the same song selected by a radio audience vote also receives an RCA-Victor radio and Victrola.

* * *

Early Patriots

INCIDENTS of importance in the lives of early American patriots will be dramatized on *Heirs of Liberty*, weekly series started Aug. 28 on NBC-Red, presented in cooperation with the Dept. of Justice and the Patriot's Committee of American Revolutionary Societies.

* * *

Music by Repertoire

SERIES of musical programs planned to include the entire repertoire of a string orchestra in a manner similar to that of a subscription concert series will be presented nightly through September on WQXR, New York, 9:30-9:55 p.m.

Go On and Do It!

LISTENERS get a chance to realize secret ambitions like driving a fire engine, riding in a railroad locomotive or operating a steam shovel, on the new *Here's Your Chance* on KSFO, San Francisco. Program is presented weekly by the special events department, handled by Harlan Dunning. One of the recent programs was produced from atop one of the Golden Gate Bridge towers, 746 feet above San Francisco Bay.

Chase & Sanborn Resumed

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, after a nine-week summer layoff, on Sept. 7 resumes for the 13th consecutive season, the weekly half-hour *Chase & Sanborn Show* on 75 NBC-Red and 6 CBC stations, Sunday, 8-8:30 p.m. (EDST). Edgar Bergen with his Charlie McCarthy, along with Bud Abbott and Lou Costello, will continue to be featured. Ray Noble's orchestra replaces that of Robert Armbruster. Deanna Durbin, for the second consecutive year, will be guest vocalist on the opening program. Clinton (Buddy) Twist will announce. Maurice Holland is agency producer with Joe Bigelow heading the writing staff.

We cash clothes

Crawford Clothes makes men's suits and coats—aggressively advertises them on WMCA, New York (12¾ hours per week every week)—and turns them into cash quickly. If you want to turn your merchandise into cash, don't call for a magician, just call for a WMCA representative (OK, salesman).

5000 PAYS OFF!

No—we don't mean the pinball game. *That* takes about 60,000 for one free play. We *do* mean the 5000 watts you now get on WDBJ—at our old 1000-watt rates. Which is the same as getting 4000 watts free! And that means a payoff of many *extra* thousands of radio families in the richer-than-ever Roanoke-Southwest Virginia market (defense spending in our *primary* area tops $100,000,000!)! Add the fact that WDBJ is the *only* CBS outlet within listening range of the whole territory and *you've got a buy*! So, gosh, mister—what're you waitin' for?

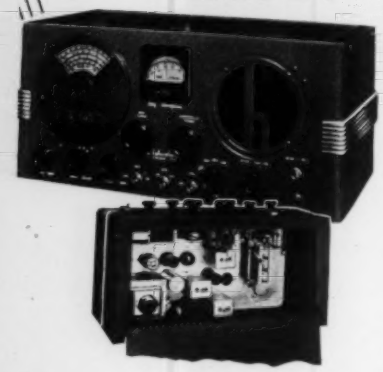
WDBJ ROANOKE, VIRGINIA

FREE & PETERS, INC.
Exclusive National Representatives

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.

A REAL Communications Receiver VALUE!



DOLLAR for dollar we believe the 1941 SKY CHAMPION represents the best value ever offered in the communications field. This 9 tube, 4 band receiver tunes from 545 kc. to 44 mc. Band one 545 kc. to 1,720 kc. Band two 1,760 mc. to 5.2 kc. Band three 5.3 mc. to 15.6 mc. Band four 15.3 mc. to 44 mc.

The 1941 SKY CHAMPION has all the essentials for good reception; automatic noise limiter, AVC switch, standby switch, inertia bandspread tuning, separate electrical bandspread, beat frequency oscillator, battery - vibrapack, D C operation socket.

See the Sky Champion at Your Hallicrafters Distributor.

the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

SIMPLIFIED COVERAGE of golf tournaments is claimed by engineers of WGY, Schenectady, directed by Willard J. Purcell. After pack-to-mobile unit technique had been tried at the Mohawk Golf Club tournament, the engineers found they got a far better signal of consistently high volume without the mobile link, the pack transmitter contacting a receiver in the club house, using a highly directive receiving antenna. Participating were (l to r), caddie with pack transmitter; J. M. Lang, commentator; W. T. Meenan, special events; G. P. Tiffany, golfer; James Thompson, golf pro; Bob Hanna, commentator; Al Knapp, engineer; radio caddie; Roy Stigberg, engineer; Ken Powell, commentator. Willard Cody, engineer, in rear.

CBS RESTRICTS ALL TELEVISION RIGHTS

IN ITS daily telecasts, WCBW, CBS video station in New York, has been including the following announcement: "The programs of this station are intended primarily for home reception, and other use may not be made of them without the permission of CBS."

Since this indicates a policy at variance with that of NBC, which has permitted Adam Hat Stores to distribute to the 800 bars and grills with television sets in the New York area posters advertising the fight telecasts sponsored by Adam Hats on WNBT, NBC television station, BROADCASTING asked CBS for an explanation, receiving the following statement from the CBS television department:

"We feel that during the formative years of television we must reserve all rights in our programs to protect the future of television against detrimental precedents. As requests are made for permission to use our programs for other than home reception we shall consider each case individually."

New Video Movie Firm

MOTION PICTURE TELEVISION Corp., an organization to produce motion picfures for advertisers especially interested in television, has been formed in New York with temporary offices at 10 Rockefeller Plaza. President is Norman C. Nicholson, attorney with the firm of Clark & Nicholson. More definite details on the company's plans will be announced in the near future.

Army Pickups

WLW, Cincinnati, which is sending a special events crew of six into the field to cover the Army maneuvers in Louisiana, has offered pickup privileges on broadcasts of the war games to all non-network stations in Ohio, West Virginia, Kentucky, and Indiana. The rebroadcast offer to the stations was made through James D. Shouse, vice-president in charge of broadcasting, for the Crosley Corp.

KPRO to Make Debut In Riverside on Oct. 1

THE NEW KPRO, Riverside, Cal., will begin operation about Oct. 1 as a 1,000-watt fulltime outlet on 1440 kc., according to its president and manager, W. L. Gleeson. The station has installed a 1,000-watt Collins transmitter and a 366-foot Truscon self-supporting tower. It will be located 1½ miles north of downtown Riverside.

Mr. Gleeson has announced that Harry D. Black will be assistant sales manager, with L. A. Gifford, formerly of WROK, Rockford, Ill., as a member of the sales staff. Norman Dewes, formerly chief engineer of KYCA, Prescott, Ariz., has been named chief engineer and is supervising installation of the new equipment. The station has signed for World Transcription Service, INS news, and has procured BMI and SESAC music performing licenses.

KMOX FM Plans

MERLE S. JONES, general manager of KMOX, St. Louis, on Aug. 24 announced that KMOX will spend about $100,000 on its new FM adjunct, recently authorized by the FCC. The contemplated installation will include a 150-foot tower atop the Mart Bldg. in St. Louis, and the station will serve an area of 13,000 square miles and a population in excess of 1,800,000, operating on 45.9 mc. No schedule for actual construction or operation of the FM adjunct has been announced, but a decision is to be made during September, Mr. Jones indicated.

WKBN Names Raymer

WKBN, Youngstown, O., has appointed Paul H. Raymer Co. as its national representative. On Aug. 2 the station officially inaugurated full time operation and will shortly operate on its newly-authorized 5,000 watts. Completely new transmitter equipment is being installed.

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Power Boost by Jan. 1 Now Planned by WIBG

PAUL HARRON, president of WIBG, Glenside, Pa., announced he expects the station to be on the air by Jan. 1 with its new power boost to 10,000 watts, fulltime [BROADCASTING, Aug. 25]. Construction of a new transmitter and selection of new studios in Philadelphia proper will begin shortly.

John B. Kelly, director of the national defense civilian physical training program, explained his purchase of an interest in WIBG as a "hobby". "I think there is a future in radio," said Mr. Kelly. "It is a hobby of mine and I am very much interested in it." He did not explain the interest in radio of Anthony J. Drexel Biddle, Jr., now Minister to Poland and several other European countries, with whom he jointly holds a 49% interest in WIBG.

Radio Schedules Read

AN ANALYSIS of the *Houston Chronicle* for May 22, just published by the Advertising Research Foundation as a part of its Continuing Study of Newspaper Reading, shows that "outside of the comics and humor features, which are habitually high, highest readership by both men and women was given to Local Radio Programs (men 52%, women 61%)," the ARF reports.

WAYS Opens Oct. 1

WAYS, new fulltime 1,000 watt station operating on 610 kc. at Charlotte, N. C., is expected to be on the air Oct. 1, according to Weed & Co. which has been named national representative for the new outlet. The station is owned by the Intercity Adv. Co., of which George Dowdy, department store executive and president of the North Carolina Merchants Assn. is head.

FTC Stipulation

SUNSHINE BROADCASTING Co., operating KTSA, San Antonio, has entered into a stipulation with the Federal Trade Commission under which it agrees to stop using the selling slogan: "KTSA, San Antonio, Texas, 5,000 watts. Doing a 50,000-Watt Job," the FTC announced last Monday. The FTC also announced a stipulation by Fanny Farmer Candy Shops Inc., Rochester, N.Y., to stop certain advertising representation for its line of candies, and by Supreme Publications, Chicago, to discontinue certain representations for the book, *Complete Authorized Radio Servicing Course*.

CRYSTALS *by*

HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SALES MANAGER—For Virginia Station. Good salary and commission. Box 862, BROADCASTING.

Wanted — Salesman familiar with the Southwest territory. Application by letter only, giving references. KTHS, Hot Springs, Arkansas.

Immediate Opening For Operator—With First Class License. Midwest station. Moderate pay. State starting salary. Box 865, BROADCASTING.

Announcer — Some experience, young, draft exempt. Midwest station. Moderate pay. State starting salary and experience. Box 866, BROADCASTING.

Announcer—For studio work in Midwest station. News experience needed. Send qualifications with transcription and draft number to Box 867, BROADCASTING.

Southern CBS Outlet—Small city. Openings for three combination announcer-operators. News, sports, experience desirable, commercials necessary. Pleasant working conditions, economical living, permanent. No drifters wanted. Send transcription, draft status, references and minimum salary requirements. Box 864, BROADCASTING.

Wanted—Experienced and capable radio time salesman by a NBC Red basic station, in a profitable western market. Must be between 30 and 40, have a proven record, and possess a good front. Opportunity for top income for a top man. Box 861, BROADCASTING.

Station Manager—One who is young, aggressive, well versed in radio and can sell. Good salary and part ownership for performance. Ideal opening for man who wants opportunity to settle down permanently. 250-watt station in middle western state. All replies treated confidentially. Box 857, BROADCASTING.

Situations Wanted

Announcer—With operator's license, desires permanent connection. Report within fifteen days. Box 852, BROADCASTING.

Modern Gag Writer—Wishes connection with sponsor. Sample gags sent for examination. Box 859, BROADCASTING.

Engineer-Experienced—First class phone license. Draft exempt. Desires change. Will go anywhere if salary reasonable. Box 856, BROADCASTING.

Situations Wanted (Continued)

Engineer — Licensed 1st class. Formerly with 5KW network station. Go anywhere. State salary. Box 845, BROADCASTING.

Announcer-Program Director—29 years old. Nine years experience. Family man. Now employed. Available immediately. Transcription available. Box 860, BROADCASTING.

Chief Engineer—10 years experience, draft deferred, references, desires change, go anywhere on contract not less than five years. Address Box 858, BROADCASTING.

Radio Executive Available — Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 851, BROADCASTING.

Graduate Engineer—25, fixed station and government engineering experience, wants broadcast work; prefer start short night shift San Francisco Bay station. Chandler Stewart, 161 Bay View, Vallejo, Calif.

Transmitter Operator—Available for permanent position after September third. Single. Age 22. First Class Telephone License. Six months experience at 100 watt NBC outlet. References. Paul Graves, State Hotel, Augusta, Maine.

Need A Young, Live-wire, Versatile Man?—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, news commentaries, plays, etc. Draft exempt. Now employed. Box 855, BROADCASTING.

Versatile Young Woman—Desires position with future in radio or advertising agency. Three years experience as traffic manager, continuity writer, program production, secretarial work. Now employed 5,000 watt station. Excellent recommendations. Box 853, BROADCASTING.

Station Executive Available—In the past eleven years—regional salesman; local station manager; network salesman and producer; at present commercial manager of 5000 watt basic regional. I feel that I am especially well equipped for sales, programming and general operational supervision. I could serve an Agency Radio Department profitably. If you have need for a sound, aggressive man with initiative—I'd like to talk with you. Age 35—Methodist Episcopal—married 6 years—draft exempt—excellent references. Box 863, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

WSGN
Soon 610!
50 60 70 80 90 100 110 120 130 140 150
The News Age-Herald Station
Birmingham
Headley-Reed Company
National Representatives

WFBG
ALTOONA, PA.
- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH
by THE KORMAN CO. NATIONAL REPS
CHICAGO • NEW YORK

CHNS
HALIFAX, NOVA SCOTIA
Is Located in the Center of the Radio Audience of the Province.

You Cannot Miss If You Use This Station As Its Audience Has Learned to Rely on It Over a Period of Fifteen Years of Uninterrupted Service.

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

Merchandising & Promotion

Baltimore Ball—Civic Awards—Egg Guessing—Air and Iodine—Sneak Preview

SOME 12,000 attended the grand finals and beauty ball held by WITH, Baltimore, in a Miss Maryland contest. The one-month promotion drive included tie-in with the American Legion convention and trolley banners all over the main streets. Sectional semi-finals were held in 10 theatres, parks and swimming pools. Movie trailers, car cards, neighborhood papers, taxi signs, posters, many other media were utilized.

* * *

KPO-KGO Letters

SALES promotion department of KPO-KGO, San Francisco, has mailed out 5,000 twelve-page letters giving complete detailed description of the new million-dollar NBC building in San Francisco, together with architects' drawings of floor plans for each of the four floors and penthouse, and a reproduction of a scale model of the new building. The mailing piece is headed off with a personal letter from General Manager Al Nelson. Letters were mailed to agencies, prospects and nearly 300 radio station managers.

* * *

Cleveland Awards

A TROPHY designated the "United Broadcasting Company Achievement Trophy" has been started by H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to encourage "individual initiative and enterprise, attainment of special skills and promotion of noteworthy civic and social objectives." First honored was to be a volunteer flyer credited with outstanding performance at the Cleveland Air Circus. A board of judges makes awards. Schools, churches, clubs and other groups are eligible for the awards.

* * *

Hatching Guesses

DIRECTED to farm listeners, KMPC, Beverly Hills, Cal., during its five-weekly half-hour *Farm Journal*, is conducting an egg hatching contest. Bill Henry, director of the series, every three weeks turns over two dozen eggs to Red Wing Hatchery, Los Angeles. First farm listener guessing correct date of when they'll be hatched, gets a set of Firestone tractor tires. Second prize is a Firestone radio.

* * *

Springfield Paper

A MONTHLY paper, *The Dial*, has been started by KWTO-KGBX, Springfield, Mo., to be sent to a paid subscriber list. Free copies of the first issue were given to some 9,000 Ozark families who requested them, according to Carl Ward, promotion manager.

Low Story

EXCERPTS from the story of his capture, trial and banishment from Syria as shortwaved by Robert Low, *Liberty Magazine* correspondent in the Near East, have been recorded by NBC Radio-Recording Division, for the magazine to use as a promotion piece. Suitable for playback on home or office equipment, 500 copies were sent out last week by *Liberty* to advertisers and agencies to tie in with Low's article on his experiences which appeared in the Aug. 30 issue. Accompanying script told of his capture and escape and how he dictated his story from Ankara, Turkey, to Radio City, New York, by shortwave.

* * *

Video at Fair

WJR, Detroit, has erected two large tents at the Michigan State Fair, which opened Aug. 27 and runs for 10 days, in which television demonstrations and news flash service are offered visitors. Television pickup equipment, along with a stage for performers, is housed in one tent and video receivers in the other. INS teletypes also are kept in operation on the spot. Tent walls are covered with photos of WJR staff members and CBS headliners. The exhibit is supervised by Mark Haas, new member of the WJR publicity department.

* * *

Iodine List

IODINE EDUCATIONAL BUREAU, New York, has mailed broadsides—headed "Iodine Takes to the Air"—to feed manufacturers, indicating what the bureau is doing in radio to promote the sale of livestock and poultry feeds fortified with iodine. Mailing piece contains list of 20 stations on which spot announcements are currently running, sample copy of announcement, etc. Simonds & Simonds, Chicago, handles the account.

* * *

Sneak Preview

TAKING a page from the motion picture industry on presentation technique, KIRO, Seattle, presented a "sneak preview" of a new radio program for representatives of all Seattle advertising agencies. The show was given in a local theatre with the KIRO sales staff as hosts to the agency executives.

* * *

Cards in Beauty Shops

IN BEAUTY SHOPS around Fort Worth, Isbell Method Shops have placed display cards promoting their addition of three quarter-hours weekly to their KGKO schedule. Wood-Kane Adv. Agency, Fort Worth, has the account.

More Drama

(*Continued from page 11*)

these data that the 1940-41 season ranked favorably with its predecessor in terms of audiences and, indirectly, program quality."

In the following tables of comparative ratings for different types of programs it is interesting to note that there is no particular correlation between the popularity of a type of program and the number of network programs of that type. It is also noteworthy that the average rating for any program type may bear little relation to the rating of any particular program in that class, variety programs, for example, averaging 17.1 but ranging individually from a rating of 2.2 to one of 39.9.

Comparative Ratings of Program Types:

EVENING PROGRAMS

	Average Ratings	Range of Ratings Low	High	No. of Programs
Variety	17.1	2.2	39.9	24
Drama & Serial Drama	11.7	2.3	32.3	40
Audience Participation	11.4	3.8	25.5	23
Classical and Semi-Classical	10.5	6.5	13.8	2
Popular Music	10.0	4.1	22.3	12
Familiar Music	9.8	7.0	12.6	7
Commentators, News and Talks	6.5	2.1	20.5	14

DAYTIME PROGRAMS

Classical Programs	7.0	4.3	11.5	1
Drama & Serial Drama	5.9	1.6	10.2	10
Children's Programs	5.1	3.5	6.8	2
Audience Participation	4.7	--	--	1
Variety Programs	4.0	1.5	8.3	5
Talks	3.9	1.8	8.3	9
Hymns	3.9	2.4	5.4	2
Popular Music	3.6	3.4	3.8	2
Familiar Music	3.5	1.1	7.4	3
News Programs	1.4	1.3	1.5	2

After the Game

CAPITALIZING on Minnesota football-mindedness, WCCO, Minneapolis, is setting up a *Grandstand Quarterbacks* feature on which Twin City businessmen, fans and former players are guests in a free-for-all discussion of gridiron topics. Heard Sundays, 11-11:30 a.m., the program is conducted by Rollie Johnson, WCCO sports announcer. On the morning after, five to eight guests will talk about games played all over the country.

NEED ADVERTISER & LISTENER PROMOTION?
Here's a promotion man who can squeeze the most out of each penny of limited promotion budgets, using brains instead of dollars.

Need Program-Production Ideas?
Here's a production man who doubles in brass; conceiving, building and promoting salable programs.

Need Experience & Background?
Here's a man with eight years experience at three good stations ranging from 500 to 50,000 watts as publicity director, continuity and news editor, announcer, actor, production-program director and promotion manager.

Need Reliability?
Here's a man, 29, married, two children. Best of references from former employers. Honor hi-school grad—3 years night—college arts course while reporter and radio editor for metropolitan paper. Thrives on hard work.

Write Box 868, BROADCASTING

1340 WINX Washington's Own Station
WIN WASHINGTON WITH WINX
WINX BUILDING • WASHINGTON, D. C.

Network Accounts

All time EDST unless otherwise indicated.

New Business

LEVER BROS. Co., Cambridge (Rinso), on Oct. 8 resumes *Big Town* on 53 CBS stations, Wed., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Sept. 1 starts *Ben Bernie's Orchestra* on 76 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

D. L. CLARK Co., Pittsburgh (candy bars), on Oct. 2 starts Ben Grauer and Gary Moore in *Service With a Smile* on 43 NBC-Blue stations, Thurs., 8-8:30 p.m. Agency: A. P. Hill Co., Chicago.

WEEKLY PUBLICATIONS, New York (*Newsweek*), on Sept. 11 resumes *Ahead of the Headlines* on 28 NBC-Blue stations, Thurs., 10:30-10:45 p.m. Agency: Tracy-Locke-Dawson, N. Y.

LEVER BROS., Cambridge (Lux), on Sept. 8 resumes *Lux Radio Theatre* on 65 CBS and 30 CBC stations, Mon., 9-10 p.m. (EDST). Agency: J. Walter Thompson Co., N. Y.

STANDARD BRANDS, New York (coffee), on Sept. 7 resumes *Chase & Sanborn Show* on 75 NBC-Red and 6 CBC stations, Sun., 8-8:30 p.m. (EDST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (breakfast cereal), on Sept. 29 resumes for 26 weeks the transcribed series *Orphan Annie* on 32 Don Lee stations, Mon. thru Fri., 4.45-5 p.m. (PST). Agency: Ruthrauff & Ryan, N. Y.

WM. WRIGLEY JR. Co., Toronto (Sweet Laurel gum), on Sept. 4 started *The Diary of Sweet Sixteen* on CFRB, Toronto, and CKCO, Ottawa, Thursdays 8-8:30 (EDST), as a network test program to be extended later. Agency: Tandy Adv. Agency, Toronto.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., on Oct. 5 started *International Silver Theatre* on 33 Canadian Broadcasting Corp. stations, Sun. 6-6:30 (EST). Agency: Young & Rubicam, Toronto.

LAMONT, CORLISS & Co., Toronto (Pond's cream), on Sept. 16 starts *John & Judy* on 30 Canadian Broadcasting Corp. stations, Tues. 9-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

STANDARD BRANDS, Montreal (Chase & Sanborn coffee), on Sept. 7 starts *Edgar Bergen & Charlie McCarthy* on 31 Canadian Broadcasting Corp. stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Patrick Back

REP. LUTHER PATRICK (D-Ala.) before his election to Congress a commentator on WAPI and WBRC, Birmingham, is back on the air in his old role on WWDC, Washington. Early in August Rep. Patrick started a six-weekly quarter-hour commentary on the news on WWDC, under sponsorship of the local Howard Cleaners. Four years ago he conducted another sponsored program, *Apple Creek News*, on WJSV, Washington. He is introduced as plain "Luther Patrick" on the WWDC program.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on Sept. 30 starts *Fibber McGee & Molly* on 30 Canadian Broadcasting Corp. stations, Tues., 9:30-10 p.m. Placed direct.

S. C. JOHNSON & SON, Brantford, Ont. (wax), on Sept. 15 starts *Voulez Vous Savoir, Madame* on CFB, Montreal; CBJ, Chicoutimi, Que.; CBV, Quebec City; Mon., Wed., Fri., 10:30-10:45 a.m. Placed direct.

TEA GARDEN PRODUCTS, San Francisco (syrup), recently started a quarter-hour weekly participation on *The Breakfast Club* on 15 California-Don Lee network stations. Thurs. 8-8:15 a.m. (PST) Agency: Erwin, Wasey & Co., San Francisco.

LEVER BROS., Toronto (Rinso), on Sept. 1 starts *Grande Soeur* on CHNC, New Carlisle, Que.; CJBR, Rimouski, Que.; CBJ, Chicoutimi, Que.; CBV, Quebec City; CBF and CKAC, Montreal, Mon. thru Fri. 11-11:15 a.m. Agency: Ruthrauf & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (soups), on Sept. 16 starts Bob Burns in *The Arkansas Traveler* on 65 CBS stations, Tues., 8:30-8:55 p.m. Agency: Ruthrauff & Ryan, N. Y.

GENERAL PETROLEUM Corp., Los Angeles (Mobiloil, Mobilgas), on Sept. 17 starts for 13 weeks *Sports Broadcast* with Sam Hayes on 8 CBS West Coast stations, Wed., 6:15-6:30 p.m. (PST). Agency: Smith & Drum Inc., Los Angeles.

LAMONT, CORLISS & Co., New York (Alpine coffee), on Sept. 13 starts for 52 weeks *William Winter, News Analyst*, on 5 CBS Pacific Coast stations (KNX KARM KSFO KOIN KFPY), Sat., 7:45-8 a.m. (PST). On Sept. 30 starts for 52 weeks *Bob Garred Reporting* on same list, Tues., 5:45-5:55 p.m. (PST). Agency: Leon Livingston Adv., San Francisco.

ATLANTIC REFINING Co., Philadelphia, on Oct. 4 starts 8 football games, Saturdays, on 17 Yankee stations. Agency: N. W. Ayer & Son, Philadelphia.

Renewal Accounts

WELCH GRAPE JUICE Co., Westfield, N. Y., on Sept. 14 renews *Dear John* with Irene Rich on 34 NBC-Blue stations, Sun., 9:30-9:45 p.m. Agency: H. W. Kastor & Sons Adv. Co., Chicago

BROWN & WILLIAMSON TOBACco Corp., Louisville (Bugler Tobacco), on Sept. 24 renews *Plantation Party* on 83 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Russel M. Seeds Co., Chicago.

BROWN & WILLIAMSON TOBACco Corp., Louisville (Wings King Size cigarettes), on Oct. 3 renews *Wings of Destiny* on 82 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Russel M. Seeds Co., Chicago.

PACIFIC GREYHOUND BUS LINES, San Francisco, on Aug. 31 renewed for 52 weeks *Romance of the Highways* on 21 Pacific Coast Don Lee and 3 Arizona stations, Sun., 10:15-10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Sept. 29 renews *Blondie* on 77 CBS stations, Mon., 7:30-8 p.m. (EST). Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Oct. 9 renews Xavier Cugat's *Rhumba Revue* on 78 NBC-Red stations, Thurs., 7:30-8 p.m. (rebroadcast, Pacific Coast, 10-10:30 p.m. (EST). Agency: Wm. Esty & Co., N. Y

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Prince Albert Tobacco), on Oct. 11 renews *Grand Ole Opry* on 44 NBC-Red stations, Sat., 10-10:30 p.m. (EST). Agency: Wm. Esty & Co., N. Y.

WHITE LABS., New York (Feenamint), on Sept 28 renews *Double or Nothing* on 80 MBS stations and Don Lee Network, Fri., 8-8:30 p.m. (EST). Agency: Wm. Esty & Co., N. Y.

R. L. WATKINS Co., New York (Dr. Lyons Toothpaste), on Sept. 22 renews for 52 weeks *Backstage Wife* on 54 NBC-Red stations, Mon. thru Fri., 4-4:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia), on Sept. 22 renews for 52 weeks *Stella Dallas* and *Lorenzo Jones* on 52 NBC-Red stations, Mon. thru Fri., 4:15-4:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Aspirin), on Sept. 22 for 52 weeks renews *Young Widder Brown* on 52 NBC-Red stations, Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, N. Y.

SOCONY-VACUUM OIL Co., New York, on Sept. 30 renews *Yankee Network News* on 19 Yankee stations seven days weekly 8 a.m. and 11 p.m.

NARRAGANSET BREWING Co., Cransten, R. I., on Sept. 2 renews participations on 19 Yankee stations, thrice-weekly. Agency: Arthur Braitsch & Assoc., Providence.

Network Changes

P. LORILLARD Co., New York (Beechnut cigarettes), on Oct. 3 shifts *Don't Be Personal*, from 7 CBS West Coast stations, Sunday, 8:30-9 p.m. (PST), to 6 NBC-Pacific Red, Friday, 8:30-9 p.m. (PST). Agency: Lennen & Mitchell, N. Y.

SAMUEL DALSIMER, formerly vice-president of Brown & Williamson, New York, on Sept. 1 joined Cecil & Presbrey, New York, as an account executive.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

WHEELING
A Fort Industry Market
COMING UP!
50,000 WATTS
Combining one of the Nation's most effective personalized station operations with MAXIMUM POWER
Ready to go about Jan. 1
N.B.C. BASIC BLUE
BLAIR REPRESENTS US
A FORT INDUSTRY STATION
5,000 WATTS
WWVA
WHEELING, W. VA.

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN

Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF • WJMS • WATW
Houghton, Mich. • Ironwood, Mich. • Ashland, Wisc.

Group contracts save 25% on the three stations and 15% on any two stations

National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

INS
KLZ, Denver, and WGAR, Cleveland, depend exclusively on INS for world news coverage.
INTERNATIONAL NEWS SERVICE

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

CHARM, Canadian style, is represented in this still life of office lovelies of CJCA, Edmonton, Alta. Ranging from left to right are Hazel Hartley, secretary, Eileen Ferrier, receptionist, Esther Nairn, traffic, Catherine Terwillegar, publicity, Alta Magoon, accountant (she is a survivor of the ill-fated *Athenia*), and Gladys MacLean, continuity.

WCAU STAFF RAIDED

Armed Forces Leave Holes in Station Personnel

NATIONAL DEFENSE continues to leave gaping holes in the staff of WCAU, Philadelphia. On Aug. 25, John G. Leitch, chief engineer, was called by the Navy for the duration. A reserve officer, he becomes lieutenant commander in charge of communications, stationed at the naval base at Cape May, N. J. The week previous, Dr. Leon Levy, president of the station, was also called up by the Navy to become lieutenant-in-charge of the radio division of the Fourth Naval District, stationed in Philadelphia [BROADCASTING, Aug. 25]. George Lewis has been named acting chief engineer.

The announcing staff at the same time lost three men to the Army. John Franklin was ordered to active service as a lieutenant at Fort Eustis, Va.; George Thomas left for Camp Croft, S. C.; and Jack Guinan awaits induction. Program Director Stan Lee Broza has secured two replacements to date in Gil Newsome, who comes in from WFMS, Youngstown, O., and Joe Bolton, a Philadelphian, who started his radio career with WCAU eight years ago.

Eddie Peyton, of the maintenance staff, was drafted this week and leaves for Camp Pine, St. Lawrence, N. Y. Earlier in the year, WCAU lost Announcer Lew Fisher, now an ensign stationed at the submarine base at New London, Conn., and Engineer Allen Muncy, a lieutenant in Hawaii.

Corn Stalk Over 23 Feet Takes Contest of WHO

AN ALL-TIME high for its tall corn contest was registered at the fifth annual WHO-Iowa State Fair sweepstakes Aug. 27, the winning stalk measuring 23 feet 2½ inches bringing cash awards and a trophy to Lawrence N. Flander, of Harper, Ia. All 44 entrants received prizes. The winning award consisted of a gold trophy donated by Col. B. J. Palmer, president of Central Broadcasting Co.

J. O. Maland, Central vice-president and WHO manager, made the awards at the fairgrounds and the event was broadcast. Among firms donating prizes were Mid-Continent Petroleum Corp., and Oliver Farm Equipment Sales Co. In all, WHO and the Fair donated $250 in prizes.

Musterole Spots

MUSTEROLE Co., Cleveland (Cold remedy), on Oct. 15 will start its annual fall campaign using announcements 5 to 10 times weekly on 84 stations, except in New York, Chicago, San Francisco and Norfolk where the company uses news programs and announcements. Agency is Erwin, Wasey & Co., New York.

Mello Spots Planned

HEYMAN PROCESS Corp., New York, chemists controlling the patents for Mello fruit drinks, to Weiss & Geller, New York. Spot radio will be used for Mello later this year.

THERE'S MORE FOR YOUR MONEY AT
CFNB
FREDERICTON—N.B.
1000 WATTS—BASIC C.B.C. OUTLET
WEED and CO.—U.S. Representatives
BOSTON
N.Y.

WSJS ENGINEERS SEEKING NEW PACT

NEGOTIATIONS between officials of WSJS, Winston-Salem, N. C., and representatives of the Associated Broadcast Technicians of the IBEW, were suspended last week pending an investigation by the National Labor Relations Board of charge of unfair labor practices made by the union against the station, according to an announcement by the union's headquarters in Washington.

Engineers at the station walked out last Monday evening when negotiations for a new wage scale, two weeks sick leave with pay, two weeks vacation and time-and-a-half for holidays broke down. The station was forced off the air but opened again Tuesday morning when the engineers returned to work.

The union charges that negotiations broke down when the station management declined to put into writing any clause pertaining to sick leave and refused to agree to overtime for holidays. The union said the reason the engineers returned to work was in "order not to deprive listeners of their favorite programs".

Whiting Joins WDGY

LEE WHITING, for the last four years sales manager of WTCN, Minneapolis, and previously account executive of WTSP, St. Paul, on Sept. 1 will join WDGY, Minneapolis, as commercial manager and assistant to George W. Young, WDGY owner and general manager. Thirty-six years old, his radio experience has been supplemented by three years with the advertising department of the *Minneapolis Tribune*, and he was at one time manager of the rotogravure department of the *Minneapolis Journal* and the *St. Paul Daily News*.

Mr. Whiting

McConnon Appoints

McCONNON & Co., Winona, Minn., for 50 years manufacturing food for farm and household necessities, has named Cramer-Krasselt Co., Milwaukee, as agency. C. W. Lawrie is account executive.

Where But
WSYR
SYRACUSE
can you get COMPLETE program building facilities?

NAB OUTLINES PLAN TO GET EQUIPMENT

PROCEDURE to expedite authorization to procure broadcast equipment in the face of the shortage resulting from the defense emergency was outlined last Friday by the NAB. According to the NAB statement, a broadcaster needing material and equipment to satisfy a construction permit should apply for a "project rating" to Ward Freeman, Project Rating Section, Priorities Division, Office of Production Management, 462 Indiana Ave., Washington, D. C.

Broadcasters were instructed to indicate the owner or owners of the station; principal office of the station; plant site; justification of the project; general description of the project; types and quantities of material and equipment required; date of completion; cost; per cent completed at time of application.

If the applicant has physical possession of part of the equipment, he was advised to use Form PD-1, attaching photostat copies of supporting data which would serve to indicate the necessity for the material sought, including a copy of the construction permit and other data demonstrating the need for station construction or improvements.

If priorities forms are not available locally to broadcasters, the NAB indicated they could be secured by writing NAB headquarters in Washington or the Information Division, Division of Priorities, OPM, 4th & Independence Ave., Washington, D. C.

Herring Campaign

ALLISON-BEDFORD Co., Chicago (food products), has started a test campaign of one-minute spot announcements, six times a week, on WGN, Chicago, and twice-weekly on WBBM, Chicago, for Silver Sea Appetite Herring Tid-Bits in Wine Sauce. Contracts are for 52 weeks. David Goldman Co., Chicago, has the account.

STRONGLY BACKED was Ralph Fallert (center), announcer of WCAE, Pittsburgh when after three years of talking he finally realized a life-long ambition to sing on the air. WCAE's Aunt Caroline (right), singing star of a popular morning program, invited announcer Fallert to appear as a guest vocalist on her program. And just to make sure Fallert didn't back down at the last minute Dave Wilson (left), WCAE production chief, stood behind him with a shotgun, revolver and two hunting knives.

Visitors Barred

GENERAL MANAGER Franklin M. Doolittle announced last week that the engineering and communications departments of WDRC, Hartford, and FM Station W65H henceforth will be closed to the public. Regular broadcasting studios, however, will remain open to visitors. Mr. Doolittle issued the ban on visitors to the technical departments following receipt of a communication from the Defense Communications Board. The message included the text of a resolution approved by the board, requesting the industry to protect radio and wire facilities considered vital to national defense.

KFMB Takes the Air

OWNED and managed by Warren B. Worcester, formerly aircraft designer-engineer, the new 250-watt station, KFMB, San Diego, Cal., operating on 1450 kc., went on the air Aug. 19. Studios and executive offices are located at 1375 Pacific Blvd. Program director is Joe Waters, formerly announcer-producer of KSFO, San Francisco. Fred A. Heitfeld, formerly of KFSD, San Diego, is sales manager and Les Hewitt, one time of KFWB, Hollywood technical staff, is chief engineer. Chosen from the CBS Hollywood junior staff, are announcers Beecher Frank and Lowell Whiteman, with Stan Marston a member of the technical department. Studios and transmitter equipment were purchased from RCA. Homer Owen Griffith, Hollywood, is national sales representative for the station.

Hecker Plans Complete

HECKER PRODUCTS Corp., Chicago, has completed final details for *This Is Life*, thrice-weekly quarter-hour program to start Sept. 8 on 6 MBS stations, and originally titled *At Your Service* [BROADCASTING, April 18]. Program, to be heard Mondays, Wednesdays, and Fridays at 12:15, is based on the dramatizations of real life stories of unusual persons who need assistance of one kind or another. To the station that most actively merchandises the program during the month starting Sept. 27, the company will award a large inscribed silver cup. Leo Burnett Co., Chicago, is agency.

Tobacco Sports

RUM & MAPLE TOBACCO Corp., New York, on Sept. 12 starts sponsorship of Stan Lomax's Friday evening sports program on WOR, New York, and is planning to add news or sports programs on stations in Los Angeles, Philadelphia and Chicago later in September. Programs will promote the company's pipes and pipe mixtures, according to Raymond Spector Co., New York, agency in charge.

STANDARD RADIO, Chicago, has announced the following new and renewal subscribers to its program library service: KSTP KFMB KTBI KROS KPQ WMBI WFMJ WSAR WTOC WDAE WCRS WDBC WMBO WBBB WLBJ CKLN.

Record Standard Group Plans Sept. 3 Meeting

MEMBERS of the executive committee of the Recording & Reproducing Standards Committee, formed under auspices of the NAB, will meet in New York Sept. 3 to carry on development of a questionnaire to be sent to recording and transcription manufacturers, with an eye on setting up recording and reproducing standards. The committee is to report its recommendations to the full committee in New York Oct. 23.

The executive committee met in New York Aug. 20, studying answers to the NAB recording questionnaire sent to stations in May. The group will make recommendations on items for standardization at present and designate other items as needing further study. The important function of the committee is emphasized by the finding, from the NAB questionnaire, that 30.9% of all broadcast programs originate from records and transcriptions, according to the NAB. The full committee includes 58 members, with representatives from all leaders in the transcription and record manufacturing field.

Pabst Pro Grid

PABST SALES Co., Chicago, which on Sept. 3 is sponsoring broadcast of the all-star football game on WHN, New York, has signed a contract with WHN for exclusive coverage of all home and away games of the New York Giants professional football team, starting Sept. 13. No play-by-play announcer has been chosen but Bert Lee will handle color and commercials. Lord & Thomas, Chicago, is the agency. Last year WHN carried all home and away Giant contests under sponsorship of Schick Injector Razor, and the previous season broadcast of both Giant and Dodgers grid games under sponsorship of General Mills, Minneapolis, for Wheaties.

NEW OUTFITS, like this one sported by Del Camp as he rehearses for a broadcast, are worn by the entire announcing staff of WTAG, Worcester, Mass. The coats are cream-colored and trimmed with navy blue. Stars to denote years of service with WTAG are affixed to the sleeve.

Joins Pedlar & Ryan

D. E. ROBINSON, general manager of Federal Adv. Agency, New York, on Sept. 29 will join Pedlar & Ryan, New York, as director of research, succeeding Frank R. Coutant, who plans to do private research and marketing. Mr. Robinson is chairman of the New York council of the American Assn. of Advertising Agencies, a member of the technical advisory committee of the Advertising Foundation and lecturer on advertising research at Columbia U.

Leonard Elected V.-P.

LEONARD M. LEONARD, copy director of Raymond Spector Co., New York, and former MBS copy acceptance editor, has been elected vice-president of the Spector agency.

A BANK'S QUIZ SUCCESSFUL

Akron Institution Gets Good Results From Program With Its Personal Contacts

PYSCHOLOGY by radio applied by that current favorite type of program, the quiz, has been the successful formula of the Firestone Park Trust & Savings Bank of Akron writes Fred J. Botzum, manager of the customs relations department of that institution, in the current issue of the *Bulletin*, official publication of the Financial Advertisers Assn.

The program on WAKR titled *Was I Right?*, Mr. Botzum relates, tests the pyschological response of a group of six prominent local citizens invited to participate in the broadcast. The contestants, representing two civic organizations, are divided into two teams, one composed of men and the other of women, who answer questions on their reaction to certain predicaments and problems submitted by listeners.

After hearing reactions from each team and the actual reaction of the person who submitted the problem, the judge, who is head of the pyschological department of Akron U, analyzes and grades the answers on the basis of what the correct average human reaction should be.

Date at Eight

Mr. Botzum describes how the bank plays up the program with the general theme, "Date at Eight with the Firestone Bank", with stuffers in mailing pieces and checking account statements, lobby displays and extensive newspaper promotion. Definite results from radio are evidenced, especially in the personal loan and mortgage loan departments, as a result of the personalized and effective method of using radio and also from the way the various civic organization participating on the programs are brought into personal contact with the bank, Mr. Botzum says.

He sums it all up with the statement, "We are certain of one thing in connection with results, and that is that our radio show, *Was I Right?*, has done a fine job in building prestige for our bank throughout the entire Greater Akron area."

550 KC
KOY
CBS Affiliate
FIRST on the dial;
FIRST with listeners;
FIRST in results for advertisers
PHOENIX
JOHN BLAIR & COMPANY
Affiliate Station WLS Chicago

WCKY Cincinnati

with
REX DAVIS
UP news
THREE TIMES DAILY

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

Senate Committee Kills Radio Tax

(*Continued from page 7*)

equivocal opposition to both the radio and billboard levies on the general ground that any tax on advertising would have a deleterious effect on business and hence on tax collections, and on specific grounds that the proposals were discriminatory and punitive [BROADCASTING, Aug. 25]. AFL unions in the radio field, led by AFRA and IBEW, also took a strong position of opposition.

Emphasizing the stand of AFRA and IBEW, and countering the logic of John B. Haggerty, president of the International Allied Printing Trades Assn. (AFL) and a prime mover for the radio tax, Mr. Hushing in his Aug. 23 appearance declared unreservedly that the parent organization opposed such legislation despite its espousal by the member printing trades unions.

His testimony was regarded as a complete disavowal of the practicality of the stand of Mr. Haggerty, who the day before in a lengthy printed statement filed with the committee had not only reiterated his support for the radio tax but also had recommended that it be doubled.

Declaring that a tax that would hit the workers' pay enveopes would hurt earning power and "is the wrong way to finance the defense program", Mr. Hushing called attention to a resolution adopted by the AFL executive council opposing such "punitive or discriminatory taxation as a special levy on radio advertising broadcasts" [BROADCASTING, Aug. 18]. Pointing out that four AFL unions are directly concerned in the radio picture, he said none of the organizations favoring the tax have workers employed in the radio industry.

Recalls Buggy Days

"This is not a new question to us by any means," Mr. Hushing commented. "In the middle 1890's there was another new industry coming into existence, and in one of the Central Labor Unions on the West Coast, which was located in the largest West Coast city, there was an organization which came in with a proposal that no member of the organization, organized labor, ride in an automobile, even to a funeral, and the motion was adopted.

"This proposal here is on all fours with and is made for the same reason that that motion was passed through that central body over 45 years ago. And in the future you will probably look back on this proposal in the same manner that you do on the one which I have just mentioned.

"This proposal in this bill could well have been made against electric lights, because they put the manufacturers of oil lamps out of business, or could have been made by the candlemakers with the same force when the oil lamp came into use."

Another final-day witness, Cathrine Curtis, national director of Women Investors in America Inc., a non-profit educational organization with headquarters in New York and Washington, charged that the proposed radio tax was an attempt to use the Government taxing power to "plow under" commercial radio entertainment to provide more free time for war and Government propaganda.

She declared also that the proposed tax runs counter to the maximum revenue principle found throughout the bill in that the lump sum rates set up in the measure permit broadcasters to obtain lower rates than those specified by holding their time sales down to certain levels, she pointed out that this feature was not mentioned in the House Ways & Means Committee report on the bill.

"Why did the committee hold out this premium for restricting time sales on the air?" she asked. "Did the committee deliberately forego the opportunity of collecting the full rate of taxation specified in the bill in order to accomplish the plowing under of radio time and station and network facilities? We have become accustomed to plowing under pigs, plowing under corn, plowing under cotton, plowing under profits—even plowing under reputations—but will the public peacefully accept the plowing under of radio time?"

To Continue Fight

Following Chairman George's announcement, Mr. Haggerty declared that the printing trades unions "will continue the fight to have the Senate levy a tax on the exhorbitant profits of the radio networks and large commercial radio stations."

"It is difficult to understand," said Mr. Haggerty, "how the members of the Finance Committee can justify levying taxes on millions of wage workers earning less than $1,000 yearly, those least able to pay, and exempt from excise taxes the privileged few who operate radio networks and who are yearly deriving millions in profits which represent more than 200% and 300% per cent yearly on their investment.

"We have every reason to believe that the Treasury Department and committee experts, as well as the subcommittee appointed by Senator George will find that the radio networks after payment of rebates and discounts in addition to agency commissions have deprived 25,000 printing trades workers of their jobs and have received net profits of $40,000,000 in the period 1931-1940 inclusive, while the profits for the 1931-1935 period were less than $20,000,000. The printing trades are right and righteousness will prevail".

LEAVING FOR THE ARMY. Louis McComas Young (right), formerly chief engineer of KMOX St. Louis, was presented with a valuable wrist watch by Manager Merle S. Jones. Young becomes a major in the Air Corps, assigned to Wright Field, Dayton.

In a supplementary statement filed with the Senate committee IBEW pointed to the growth in newspaper and magazine circulation and in printers' union membership in the last 15 years, commenting that printing industry workers in attempting to have Congress enact a punitive tax on radio advertising, "have selfishly disregarded these obvious facts".

Answering the Aug. 22 Haggerty statement, in a letter to Chairman George, Ellsworth C. Alvord, Washington tax attorney retained by the NAB, pointed out "certain erroneous statements which require correction". Taking issue with the Haggerty argument that the present need for revenue justifies the imposition of a special tax on radio broadcasting, at double the rates proposed by the House, Mr. Alvord declared that "the revenue needs can never be great enough to excuse an unjust, discriminatory tax".

Mr. Alvord declared that Mr. Haggerty's "specious argument" that the tax is justified because broadcasters earn large profits on the investment in or value of physical property "completely neglects the need for operating capital, the uncertainty of early losses, the constant hazards of the business, and the necessity for plowing back

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

earnings in order to maintain efficient service".

Charging that Mr. Haggerty over-emphasized the entertainment aspects of radio, he declared that although broadcasting is the principal source of entertainment in America today, it comes to the public "whether or not it can afford to pay for it, the cost being borne by the advertiser". Apart from the entertainment aspect, broadcasting also is the principal source of information in America today, he declared.

Mr. Alvord also took issue with the position that radio licensees are given a monopolistic privilege by the Government, pointing out that "no broadcaster has a monopoly of the listening public, and radio has no monopoly of advertising media". Countering Mr. Haggerty's charge that agencies are interested in knocking out the radio levy principally because it would have an effect on the rebate and discount structure, Mr. Alvord pointed out that the agency receives only its 15% commission, while the frequency and volume discounts, similar to those granted by printed media, revert to the benefit of the advertiser, and not the agency.

KTAR Seeks Control Of KYCA, in Prescott

CONTROL of KYCA, Prescott, Ariz., will pass into the hands of the KTAR Broadcasting Co., licensee of KTAR, Phoenix, under a deal pending FCC approval to permit Albert Stetson, general manager and 46% stockholder of KYCA, to relinquish 65 of the 115 shares of stock he holds at present. KTAR Broadcasting Co., now 48.4% owner with 121 shares, under the agreement would acquire the 65 shares and become 74.4% stockholder, with Mr. Stetson's holdings then representing 20%. KTAR has agreed to pay $6,500 for the additional 65 shares.

KTAR, 77.3% owned by the Arizona Publishing Co., publishers of the *Phoenix Arizona Republic* and *Prescott Courier*, is of the same ownership as KVOA, Tucson, Ariz., and has a 45% interest in KYUM, Yuma, Ariz. KYCA operates on 1490 kc. with 250 watts.

SOAP ADVERTISER Says
"Our sincere appreciation and thanks for your hearty cooperation... one of the best tie-ups we have ever seen... result in a tremendous amount of good will; we sincerely appreciate this kind of cooperation."
50,000 WATTS
NBC RED NETWORK
DENVER
KOA
REPRESENTED NATIONALLY BY
SPOT SALES OFFICES

THE FINGER POINTS and Karloff recoils. It's a gag resulting at a recent meeting of Louis Ruppel, CBS publicity director (right), and the notorious portrayer of horror. The picture was snapped just outside CBS shortwave studios after Boris had heard a message from his brother in London, picked up by CBS and recorded for Mr. Karloff's benefit.

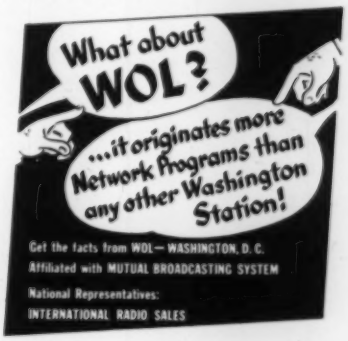
WAGE-HOUR RULING CLARIFIES BONUS

THE test of a bonus which does not affect overtime payments is that the payment and amount are solely in the discretion of the employer, according to a definition announced last Saturday by General Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. The employe must have no contract rights, expressed or implied, to any amount, or the amount of the bonus must be figured into the rate of pay, according to General Fleming.

"At the time the Fair Labor Standards Act of 1938 went into effect the Wage & Hour Division took the position that production bonuses were part of an employe's pay and should be included in the computation of overtime," he stated. "That is still the position of the Division. The Division later said that unless it could be conclusively demonstrated that any payment was a gift or a gratuity, such a payment must be added to the 'regular rate of pay' on which the time-and-a-half overtime is computed."

A statement issued by the Wage & Hour Division along with General Fleming's announcement indicated that employers need have no fear of bonuses per se, so far as wage-hour regulations apply, as long as they satisfy the employers' discretion requirement. The statement also warned against "weird 'bonus' schemes for the evasion of overtime payments".

MRS. JOHN G. PAINE, wife of the general manager of ASCAP, had eight paintings included in the Silvermine (Conn.) Guild's annual art exhibit, devoted largely to the work of Connecticut artists.


What about WOL?
...it originates more Network Programs than any other Washington Station!
Get the facts from WOL— WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

A Long Year

ALTHOUGH CLEARED for radio broadcast, the song *Goodbye Dear, I'll Be Back in a Year* has been placed on the restricted list by WIP, Philadelphia. Since it doesn't look like the boys will be back in a year, station executives feel that since the coverage area of the station takes in many Army encampments in the territory, the reaction to continued playing of the song might be bad for the draftees at camp.

DOUBLY HANDY

Opening through its own passageway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BERNAM G. HINES, *Managing Director*
MADISON AVE. AT 45th ST., NEW YORK

8 SALESMEN

When you buy time on North Central Broadcasting System you also get the services of eight full time competent salesmen. These men make possible our guarantee of distributing and displaying your merchandise in a minimum of 2500 retail stores in the North Central States.

Many national advertisers are taking advantage of our facilities—the most complete merchandising service ever offered in the history of radio. In addition to displays we will feature your product on more than a half million handbills monthly.

Write North Central Broadcasting System, Commodore Hotel, St. Paul, Minn., for the complete story.

★

12 Mutual Stations located in key market areas supported by loyal local listeners.

Blanket coverage of more than 4½ million people with a $2,000,000,000 annual pocket book.

Cooperative retail outlets with an annual sales volume of $1,246,416,000.

NORTH CENTRAL BROADCASTING SYSTEM
ALL Mutual MEMBERS

Executive offices, Commodore Hotel, St. Paul, Minn.
National Representative Joseph McGillvra.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 23 TO AUGUST 29 INCLUSIVE

Decisions . . .

AUGUST 23

MISCELLANEOUS—**W8XAD, Rochester,** granted extension temp. auth. 42.6 mc 1 kw FM to 10-28-41; **WGST, Atlanta,** renewal rehearing moved to Washington 9-3-41 and ordered re-examination of issue; **WOWO, Fort Wayne,** granted extension temp. auth. to 9-21-41; **KFJM, Grand Forks, N. D.,** and **Dalton LeMasurier, Grand Forks,** hearing continued to 9-8-41 on renewal application and modification, with LeMasurier application to operate **KFJM; WIBG, Glenside, Pa.,** granted continuance hearing on renewal to 9-26-41; **WAPI, Birmingham,** granted continuance hearing to 10-9-41; **NEW, Herald Pub. Co., and NEW, Dorman Schaeffer, Klamath Falls, Ore.,** continued hearing to 9-15-41; **NEW, American Legion Dept. of Hawaii, Honolulu,** denied change location of hearing; **WJPR Greenville, Miss.,** granted amendment to 1420 kc 1-5 kw, application removed from hearing docket; **KDRO, Sedalia, Mo.,** granted motion dismiss without prejudice application new station 800 kc 1 kw D; **WEEU, Reading, Pa.,** hearing continued to 10-3-41.

AUGUST 25

MISCELLANEOUS — **W41MM, Gordon Gray, Winston-Salem, N. C.,** granted temporary authority FM commercially 44.1 mc 3,000 watts 11-15-41 to 12-14-41 pending completion construction.

AUGUST 28

MISCELLANEOUS — **WGST, Atlanta,** granted continuance renewal hearing; **W53H, Hartford,** granted modification CP FM station to 1,036,400 population, 45.3 mc 6,100 sq. miles; **W47C, Chicago,** granted modification CP FM re transmitter, antenna.

AUGUST 29

MISCELLANEOUS — **WENY, Elmira, N. Y.,** granted withdrawal without prejudice application 590 kc 1 kw unl. directional; **KFNF, Shenandoah, Ia.,** granted postponement renewal hearing to 10-7-41; **NEW, Greater Houston Broadcasting Co., Huston,** hearing continued to 10-13-41; **WHB, Kansas City,** granted leave intervene hearing on Park Cities Broadcasting Corp., Dallas, application.

Applications . . .

AUGUST 26

WIBW, Topeka—CP change transmitter, increase to 5 kw 10 kw D directional N & D.

NEW, Fred C. Morgan, Harrison Eitel-jorg, Roger A. Beane d/b Hoosier Broadcasting Co., Indianapolis—CP 810 kc 250 w D.

AUGUST 27

WCNW, Brooklyn—CP new transmitter etc., amended to 1 kw 1190 kc ltd.

WNBF, Binghamton, N. Y. — CP new transmitter, directional N, increase to 5 kw, change to 1200 kc, amended to 1290 kc.

WALB, Albany, Ga.—Modification CP change antenna asking change to 1530 kc 10 kw directional N, new transmitter, contingent WCKY change to 640 kc.

WIRE, Indianapolis—CP change to 1190 kc 50 kw, new transmitter, change directional (asks WOWO facilities).

NEW, Oak Park Realty & Amusement Co., Chicago—CP 47.9 mc 5,030,510 pop 10,800 sq. miles.

KTRB, Modesto, Cal.—Modification CP 860 kc 1 kw D or unl. if directional is approved, asking new transmitter, directional N 1 kw unl.

KOKO, La Junta, Col.—CP increase to 250 w, new transmitter.

Tentative Calendar . . .

WGST, Atlanta—License renewal (Sept. 3).

KFNF, Shenandoah, Ia.—License renewal (Sept. 5).

KPAC, Port Arthur, Tex.—Modification license to 1120 kc 1 kw unl. directional N (Sept. 15).

NEW, Herald Publishing Co., Klamath Falls, Ore.; NEW, Dorman Shaeffer, Klamath Falls—CPs 1400 kc 250 w unl. (Sept. 15, consolidated).

NEW, Frequency Broadcasting Corp., Brooklyn—CP 620 kc 500 w D (Oct. 3).

WEEU, Reading, Pa.—CP 850 kc 1 kw unl. directional N (Oct. 3).

WAPI, Birmingham—CP 1070 kc 50 kw unl directional (Oct. 9).

WGNY Using 1 kw.

WGNY, Newburg, N. Y., last Monday started operation with power increased from 250 to 1,000 watts on 1220 kc. Along with increased power, the station was authorized by the FCC to switch back to its former 1220 kc. assignment. WGNY maintains studios in Newburgh and Poughkeepsie, with remote facilities in Middletown. Harold W. Cassill, executive manager of WGNY, announces appointment of Headley-Reed Co. as exclusive national representatives of the station.

New GE Plant

PLANS for the erection of an additional building on the site of its present Schenectady factory have been announced by General Electric Co. for the manufacture of industrial and radio tubes. A single story section will provide 120,000 square feet of manufacturing space while an adjoining two story section will have 15,000 square feet for office work.

ACA-WORC Contract

AMERICAN COMMUNICATIONS ASSN. has signed a one-year contract with WORC, Worcester, covering the station's seven technicians and calling for a 7% wage increase with further increases provided for should rising costs of living make them necessary, the union reports.

Oral argument to be heard on petitions to amend chain broadcasting rules (Sept. 12, 10 a.m.).

KVOA, Tucson, Ariz., seeking CP 590 kc 1 kw unl. directional; **KGGM, Albuquerque, N. M.,** seeking CP 590 kc 5 kw unl., directional N; **KVSF, Santa Fe,** seeking CP 1260 kc 1 kw unl. (Oct. 21, consolidated hearing).

W47P Makes Debut

W47P, first FM station in Pittsburgh, took the air Aug. 29 with a special broadcast from the Allegheny County Fair. The broadcast was heard simultaneously on the affiliated WWSW. The station is licensed to use the 44.7 mc. frequency with power up to 3,000 watts, covering a listening area of 8,400 square miles. It duplicates most programs heard on WWSW and originates two hours of exclusive shows daily.

DISCS FOR JUNGLEERS
NBC Supplies Artillerymen With Entertainment

TO MEET the entertainment needs of 30,000 soldiers stationed at 200 anti-aircraft positions in the Panama Canal, Lloyd C. Egner, NBC vice-president and manager of the radio recording division, has sent some 2,000 records and transcriptions for the canal military stations. Packed in smash-proof cases, the records have been shipped via Army transport and will be broadcast by PCAN and PCAC, pride of the "Jarman Jungleers".

Some 200 receivers have been sent to the jungle posts, according to Sergeant Clay Doster. The Jungleers have named Mr. Egner a Jungle-Mudder, First Class. Similar award was given Gertrude Lawrence, who made a series of records especially for the Jungleers.

NBC will stage a two-way broadcast with Panama Sept. 11, 8:30-9 p.m., on the Blue, with Sergeant Doster, NBC President Niles Trammell, Mr. Egner, Miss Lawrence and others participating.

THREE AIRMEN lost in a plane on the night of Aug. 24 were saved from possible death when they got off the course in a Douglas A-20 bomber during a storm. Enroute from Madison, Wis., to Louisville, they sighted the WEBQ tower atop the Harrisburg National Bank. It is 204 feet high and lighted the entire way with a red neon tube. Harrisburg residents lighted the airport with their auto headlights and the plane landed safely.

D. H. Carpenter Named To Head WHEB Sales

WITH appointment of David H. Carpenter, formerly of WCMI, Ashland, Ky., as commercial manager, WHEB, Portsmouth, N. H., has completed a staff reorganization. Lana Robertson, new to radio and formerly in New England newspaper work, has been named Dover representative of WHEB.

The staff, as announced by General Manager Bert Georges, who also manages WRLC, Toccoa, Ga., includes Gordon Kinney, formerly of WJLS, Beckley, W. Va., program director; Martin Gunther, business manager; William Robinson, chief engineer; Bill Bradley, continuity and publicity; Katherhine Hussey, bookkeeper; Winslow Bettinson, news editor; Bill Waters, talent director; Ruby MacQuatters, director of women's programs; Keith Boss, announcer; Antonio Vaccaro, engineer; James Wicks, studio custodian; Elizabeth Jones, stenographer.

Markey Heads WNBH

APPOINTMENT of Raymond D. Markey as commercial manager of WNBH, New Bedford, Mass., was announced last Tuesday by Hugh R. Norman, general manager of the station. Mr. Markey entered radio in 1932 at WNBH, and later was on the commercial staff of WTHT, Hartford, Conn.

CHIEF RIDES RANGE

from 30 to 15,000 cycles, with uniform frequency response

"And Western Electric 23C gives big build-up, too," says Chief Engineer. "Total gain 96 db. Complete audio system, factory-wired and tested.

"Here is Speech Input plenty simple to install, operate, maintain. Rush scout to get full story from Graybar Electric."

Western Electric

Studio Notes

WBIG, Greensboro, N. C., has started a new *Defense Roundtable* series, heard every Wednesday night, 8-8:30 p.m., with Otis N. Brown, past national commander of the Veterans of Foreign Wars, as director. Groups of business, professional and working men discuss defense questions on the program.

W65H, FM adjunct of WDRC, Hartford, Conn., has installed six red beacon warnings on its transmitter tower atop Meriden Mountain. The W65H transmitter is located at an elevation of 1,000 feet, and the tower adds about 100 additional feet in height. Meriden Mountain is the second highest mountain in the State.

DESIGNED specifically to give information of defense efforts to all forces fighting Naziism, a series of defense programs in six languages has been started on WRCA and WNBI, NBC's international stations, under the direction of Maurice English, former war-correspondent who recently joined NBC's international division. Frank Nesbitt, chief of the English section, assisted by Carl Watson and Arthur Gary, announce the series, which includes discussions on six subjects Tuesdays through Sundays.

WLW, Cincinnati, as part of its coverage of the National Air Olympics at Dayton, O., Aug. 31-Sept. 1, broadcast the presentation of the "torch of freedom" ceremonies at the Municipal Airport. The torch, symbolic of freedom, was placed on a bomber for a trans-Atlantic flight to London where a special reception has been arranged.

WJBK, Detroit, has provided hospitalizatica service for its entire staff with James F. Hopkins, president and manager, announcing that all of the 40-odd employes are entitled to this benefit free, all payments being made by the station.

KMOX, St. Louis, and WBBM, Chicago, collaborated in maintaining a large tent studio at the Illinois State Fair in Springfield, used by both stations to originate programs. 125,000 persons visited the exhibit and studios.

WBBM Commentator Ken Ellington made recordings of interviews with prominent visitors for WBBM broadcast. The exhibit was under direction of Jerry Hoekstra, KMOX director of public affairs, and Mrs. Lavinia Schwartz, WBBM educational director.

WCCO, Minneapolis, is carrying its *Minnesota to the Defense* drama from specially constructed studios in the Agricultural Bldg. at the Minnesota State Fair. The drama is presented for persons attending the Fair three times a day. WCCO personalities and announcers present short sketches at other times.

STAFF TOURNAMENT at WHO, Des Moines, brought 21 golfers to the links, with Stan Widney winning with a gross of 83. Bill Austin, pianist, had low net of 72 with 17 handicap. Tied for second were Hale Bondurant, sales manager; Paul Loyet, technical director, and Don Hovey, musical director. Competitors were: Standing (l to r), Kenneth Black, Maurice McMurray, Buddy Webster, Keith Booth, Max Robinson, Robert Harter, caddy, Harold Fulton, Orville Meyers, Harris White. In center row are Stan Widney, Hale Bondurant, Glen Hogan, Harold Fair, Don Hovey. Front row, Paul Loyet, Stuart Steelman, Dick Anderson, Edward Lucas.

WHEN MILTON BACON, "goodwill ambassador" of WCKY, Cincinnati, goes on vacation in September, pinch-hitters on his weekly *Cities Worth While* and *Folks Worth Knowing* will include Mayor James Garfield Stewart; Clark B. Firestone, editorial writer of the *Cincinnati Times-Star*; Alfred Segal, conductor of the *Cincinnati Post* "Cincinnatus" column.

WSOY, Decatur, Ill., cooperating with the local retail merchants recently gave a special kick-off program for Decatur Dollar Day. The program originated from a stage in downtown Central Park, with talent including musicians and vocalists and Announcer Hugh Muncy as "Mr. Dollar". The show, which is scheduled as an annual affair, was written by Easter Straker, of the WSOY continuity staff, and conducted by Berne Enterline, chief announcer, as m.c.

WCAU, Philadelphia, recently dispatched two members of the staff, script writer Joe Gottlieb and special events director Joe Connolly, to the Naval air base at Jacksonville, Fla., to obtain material on cadet life for continuance of the dramatic series, *Flying Cadets of the Navy*, which is being produced by WCAU for use on radio stations throughout the Fourth Naval District.

3BA, Ballarat, Australia, has joined Macquarie Network as the 24th station in the national chain.

NO MOVIE PLUGS
Answers WMRF to Operators Seeking Free Time

MAINTAINING a "we want to be alone" policy, the new WMRF, Lewistown, Pa., when it went on the air recently surprised several local theatre operators who had made well-laid plans for elaborate exchange tieups with WMRF, by announcing that they were only interested in the theatre programs when paid for at regular commercial rates.

Regarding these theatres who attempted to get free time or exchange time the station officials stated that since newspapers and outdoor advertising concerns do not accept movie passes as pay for advertising, there was no reason why radio should be made the "goat" as a free advertising medium. Saying that if radio were to use the theatres in any way, radio was ready to pay for it, WMRF officials further stated that they expected theatres to deal with radio accordingly, not to seek $30 of commercial radio time in return for $5 in movie passes.

The somewhat abashed Lewistown movie operators said they could not understand the "hostile" attitude of WMRF and threatened to retaliate by increasing their newspaper advertising and cutting off radio. Unimpressed the WMRF heads answered if the theatres want to expand newspaper advertising, it was their own business. Moreover, they explained, theatres never had any intention of spending radio money, depending entirely on free time.

WNBC Transmitter

THE new 5,000-watt transmitter of WNBC, New Britain-Hartford, located at Newington, has been placed in operation. It was built by Westinghouse and is located in a new fire-proof building. Richard W. Davis, manager, announces a number of new programs will be placed on the air. WNBC is now a basic NBC-Blue station.

ONE TENTH IS PLENTY HERE—

Columbia's listening area surveys for KROD show the primary listening area does not stop with the .5 MV/M contour, but definitely includes several counties in the .1 MV/M area. Write for facts about the rich market served only by

KROD

1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

Only New Orleans Station With . . .
ASCAP AND *BMI* *music*
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!
50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

Industry Supports Fair Employment

Radio Lends Active Support To New York Movement

STATION owners, managers, program directors and commentators are lining up behind New York Gov. Herbert Lehman's Committee on Discrimination in Employment, according to Frieda S. Miller, Industrial Commissioner and chairman of the committee.

Replying to a letter sent by Commissioner Miller, prominent members of the industry, representing all sections of the State, declared they will cooperate in the campaign against undemocratic employment practices, which has as its objective equal opportunity for all, regardless of race, color, creed or national extraction.

A few weeks ago Gov. Lehman appointed the committee, of which David Sarnoff is an active member, to deal with the problem, pointing out that discriminatory hiring practices deprive the defense effort of needed workers, in addition to contradicting the democratic way of life. The committee is set up under the State Council of National Defense.

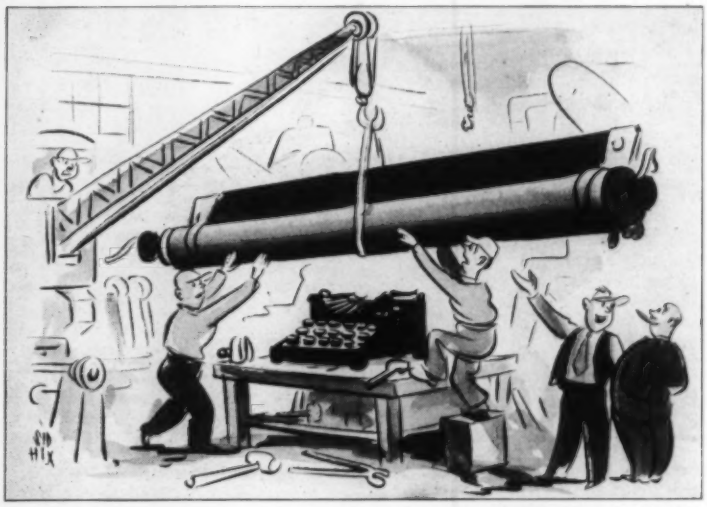
Many Endorsements

Announcing receipt of a substantial number of replies for station executives and commentators, the committee said a large number of prominent persons in radio have given their unqualified endorsement to the objectives of the campaign. Excerpts were quoted from written comments of such figures as H. V. Kaltenborn, CBS commentator; M. S. Novik, director of WNYC, New York; Raymond Gram Swing, MBS commentator; John Franklin Carter (Jay Franklin), columnist and commentator; John V. L. Hogan, president, WQXR, New York; W. C. Alcorn, general manager, WBNX, New York; Harry C. Wilder, president, WSYR, Syracuse; Frank Singiser, WOR, New York, commentator, and Harry Greenfield, manager, WEVD, New York.

Others who pledged their support were C. Robert Thompson, director, WEBR, Buffalo; George F. Bissell, WMFF, Plattsburg; Cecil D. Mastin, general manager, WNBF, Binghamton; Michael R. Hanna, WHCU, Ithaca; Frederick L. Kiesel, general manager, WMBO, Auburn; Dale L. Taylor, manager, WENY, Elmira.

Film Spots on FM

TWENTIETH CENTURY FOX, Hollywood, is sponsoring a series of transcriptions promoting songs from its new picture "Sun Valley Serenade," on K45LA, Los Angeles FM station. Transcriptions prepared by Columbia Recording Corp., Hollywood, are the first to be commercially sponsored on an FM station, according to Paul Crowley, manager of the CRC Hollywood office.



Drawn for BROADCASTING by Sid Hix

"I Guess That's Big Enough to Handle FCC Questionnaires!"

Federal Monitoring of Shortwaves Gave Tip of German Plan to Attack Russia

TIP-OFF that Germany was about to attack Russia and that Japan intended to occupy Indo-China was received by Federal officials through the Government's newest intelligence adjunct, the Foreign Broadcast Monitoring Service, the FCC revealed last Tuesday.

The newly-established propaganda monitoring agency, operating on a 24-hour, week-in-week-out basis, is now translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by stations all over the world, the FCC stated.

Emphasizing the importance of the new propaganda-analyzing agency, set up by the FCC in conjunction with the Defense Communications Board, the FCC explained that "the altered tone of certain foreign broadcasts" gave the first indication that the two recent territorial invasions were to take place.

Listening Posts Valuable

It was pointed out that since foreign propaganda almost invariably followed the example set in shortwave broadcasts, a valuable objective analysis of the "news" and philosophy broadcast to people both within and without the originating country can be developed by monitoring shortwave emissions.

FBMS, which received an appropriation of $600,000 for fiscal year 1942, in mid-August received a supplemenetary appropriation of $209,000 to speed up its monitoring operations and make its analyses more quickly available to Government officials. The speed-up would be achieved through a plan of decentralization under which complete on-the-spot translating and analysis staffs would be maintained at each of the four FBMS listening posts—located at Portland, Ore., covering broadcasts from the Orient; Kingsville, Tex., covering Latin America; Santurce, San Juan, P. R., covering Eastern Europe; Guilford, Md., covering the rest of Europe and all of Africa and the Near East.

Much news and intelligence not available from other sources are broadcast via shortwave in propaganda campaigns focused on territories such as Latin America, it is held. A principal function of FBMS is to get analyses to the proper Government officials so counter measures can be started before a propaganda drive has taken effect. According to the FCC, experience of the listening posts indicates that almost every political, diplomatic or military move in the present era has been launched only after an intensive propaganda campaign, and through a study of propaganda trends it is often possible to predict such moves.

Bernie for Wrigley

WM. WRIGLEY JR. Co., Chicago (chewing gum), on Sept. 1 is filling in the CBS five-weekly period from 5:45-6 p.m., last year occupied by *Scattergood Baines*, with a variety program starring Ben Bernie, Program, produced by Bob Brown and directed by Walter Preston, will feature song and melody with Bernie as m.c. and Eddie Dunn announcing. Agency is Arthur Meyerhoff & Co., Chicago.

Rem-Rel Selecting

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 30 starts its fall campaign for Rem and Rel cold remedies consisting of one- to five-minute announcements thrice-weekly on a large list of stations throughout the country. Campaign runs through March, 1942, but station list is not yet settled. Agency is Joseph Katz Co., Baltimore.

PHILADELPHIA ORCHESTRA will again broadcast 26 Friday afternoon concerts exclusively on MBS during the 1941-42 season, starting Oct. 3, 2:30 p.m.

Propaganda Prob Lists Films Fir

Senate Group Not Likely Reach Radio for a While

ALTHOUGH Senate subcommit hearings to look into the alleged of radio and movies to spread war propaganda are scheduled start Sept. 3, it is thought broadcasting witnesses will called to testify before late Septe ber, or possibly November.

This was indicated last Tu day by Senator D. Worth Cla (D-Ida.), chairman of the subco mittee of the Senate Interst Commerce Committee considerin resolution, introduced Aug. 1 Senators Bennett Clark (D-Mo and Gerald P. Nye (R-N.D.), ca ing for a far-reaching committ investigation in these fields [BROA CASTING, Aug. 11, 25].

Movies First

According to Chairman Cla the subcommittee will hear all m tion picture witnesses and conclu testimony on this phase of the pr ceeding before taking up the ra question. The movie contingent be headed by Will Hays, czar of th motion picture industry, probabl will include actors, directors a probably even Hollywood colum ists, in addition to the group of producers originally invited to a pear, it was indicated. Althou radio witnesses were expected start testifying about mid-Septe ber, it now appears probable th the entire month will be consum on the movie phase.

Another possible developme hinted by members of the commit tee was recess of the hearing during most of October, after co clusion of the movie-makers' testi mony. This would shove radi witnesses' appearances back to N vember. Although no invitation have been sent to broadcasti representatives by the committe it was indicated the group wou include officials of the three n tional networks, probably NA President Neville Miller and se eral radio commentators.

More for Lewis

STARTING Sept. 1, Fulton Lew jr., Washington news comment tor of MBS, will be heard in t New York area on WHN. Spo sored locally on 21 MBS statio [BROADCASTING, Aug. 18], and ca ried on the network as a sustai ing feature available for loc sponsorship, Lewis' commentari will be heard on WHN, Mond through Friday, 7:45-8 p (EDST), on a sustaining bas Commentator Lewis, who up to s months ago was carried on WO for the New York area, under t new arrangement will make h five-weekly MBS broadcast fr 6-6:15 p.m. (EST), follow it imm diately with a duplicate broadca for his Washington sponsor, A cade-Sunshine Laundry, from 6:1 6:30 p.m., and then close with second rebroadcast from 6:45 p.m. (EST) for WHN.

SHAKE HANDS WITH NEW ENGLAND

on a Yankee Network Introduction

YOU will be sincerely welcomed . . . you will receive courteous and friendly attention . . . your sales talks will be listened to by people who are ready, willing and able to buy your product or service, if you cultivate this friendship — regularly!

With the 19 local stations of The Yankee Network, you have the persuasive contact approximating personal calls on 7,321,786 potential prospects, the largest radio audience in New England . . . a market no single station or small group of stations can possibly cover, adequately.

If you're already established in this market, The Yankee Network will keep your sales at key consistency.

If you're a newcomer, the long established acceptance of these 19 stations gives you essential, effective, two-fold dealer-consumer sales influence. Consider these factors before you complete your fall and winter radio campaigns.

Memo to
P. LORILLARD CO.
Our thanks for your renewal through J. Walter Thompson of the Old Gold Spot in the 6 o'clock Yankee Network News. Our best wishes to you on the start of the second year with us "in the News." John Shepard, III

WNAC Boston	WFEA Manchester
WTIC Hartford	WNBH New Bedford
WEAN Providence	WBRK Pittsfield
WTAG Worcester	WNLC New London
WICC Bridgeport New Haven	WLNH Laconia
WCSH Portland	WRDO Augusta
WLLH Lowell Lawrence	WCOU Lewiston Auburn
WSAR Fall River	WHAI Greenfield
WLBZ Bangor	WSYB Rutland
	WELI New Haven

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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